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BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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IN 1943—*as in 1942*—

WOR IS CARRYING MORE SPOT BUSINESS MONTH AFTER MONTH THAN ANY STATION IN GREATER-NEW YORK★

Digging under the more obvious reasons for WOR's popularity with America's smart timebuyers, our sleuths conveniently boil the facts down to these: (a) WOR conscientiously drives your message deep into the minds of hundreds of thousands of men, women and children in *16 of America's most war-active, industrial cities of more than 100,000 people each.* (b) WOR is today—and has been for months—attracting 10 to 15% more listeners than it did in 1942. (c) The spending power of the people in the great area covered by WOR has increased 19% in the past 12 to 15 months.

—that power-full station **WOR**

★ *according to an analysis of National Radio Records*

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

Fertile Fields, Busy Factories—

The Wealthy Midwest America Market

The farm families of Midwest America, upon whom the entire world now depends for food supplies, turn to you for the products their well-earned money will buy.

In thousands of city and small town homes where WLS radio features are favorites, overtime pay for war workers is making the Midwest America market doubly attractive.

For 19 years WLS has given these working families the kind of entertainment, news, markets and like services that have won their complete confidence and loyalty—a logical reason why *WLS Gets Results.*

You, too, can reap a harvest of SALES . . . with your advertising message on WLS!

WLS

CHICAGO

MANAGEMENT AFFILIATED WITH THE ARIZONA NETWO
KOY, PHOENIX ★ KTUC, TUCSON ★ KSUN, BISBEE-

XUM

The MAIN LINE to SALES!

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PORTLAND	ME.
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MANCHESTER	N. H.
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HOLYOKE-SPRINGFIELD	
NEW LONDON	CONN.
FITCHBURG	MASS.
LACONIA	N. H.
AUGUSTA	ME.
LEWISTON-AUBURN	ME.
GREENFIELD	MASS.
RUTLAND	VT.

GO right down the line — in each of the 20 key markets of New England, you'll find a Yankee Network station to give you direct access and on-the-spot selling.

These stations have a friendly, neighborly influence of long standing, built by local contacts and by an institutional interest and stake in local prosperity.

The Yankee Network, with these locally accepted, hometown stations, ties all areas of major buying power into one system.

That's the whole story — except that there's no other system like it for combining local impact and all-over coverage. It's the main line to sales — making all stops.

ACCEPTANCE is the YankeeNetwork's FOUNDATION

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

1 BROOKLINE AVENUE, BOSTON, MASS. EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

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KOIL
is the most
economical
buy
in OMAHA

For Outstate Nebraska
KFAB is a
must!

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 24 JUNE 14, 1943

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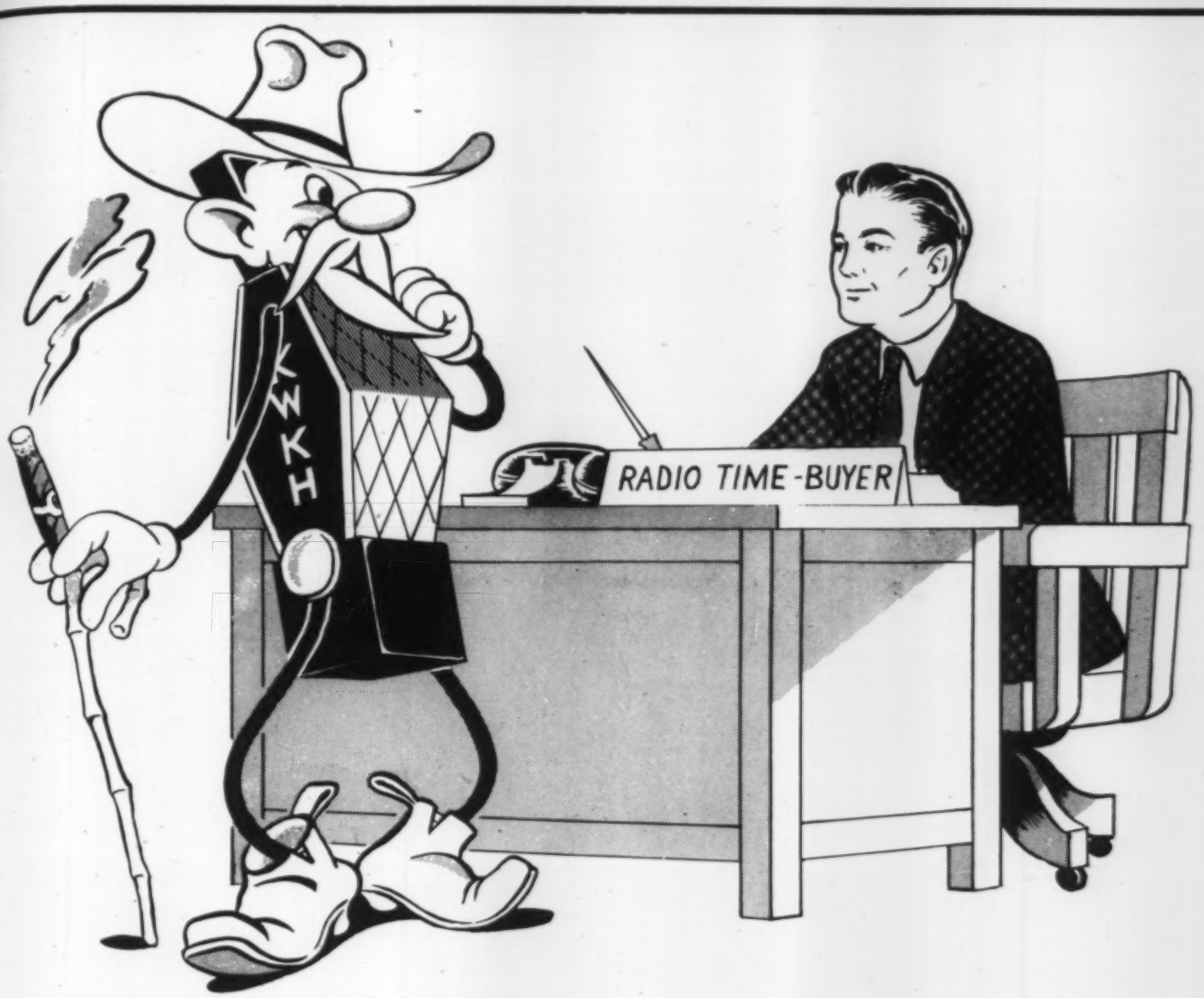
● Thousands of highly paid skilled workers help make Tampa one of the best markets in the South today. For effective coverage, use WFLA, the most-listened-to station in the Tampa trade area.

WFLA

NBC
JOHN BLAIR & Co
NATIONAL REPRESENTATIVES



WE WISH YOU'D COME DOWN!

CBS sets net daytime circulation at 313,000 radio homes; net nighttime at 425,000. Member South Central Quality Network. Ask Branham Company for details.

● We, of KWKH would like to be hosts to the radio time-buyers of America . . . to show each of you what is taking place in the rich East Texas-North Louisiana-South Arkansas area we serve. For we know that to see this area is to realize how it will fit into your sales program . . . how its rich resources such as oil and gas, lumber, cotton, livestock and others are being fully utilized. This is the area that has shown gains far above national average in population and spendable income year after year . . . and classified by Assistant Director, Bureau of Census as "having excellent prospects for retaining wartime growth."

cover it with

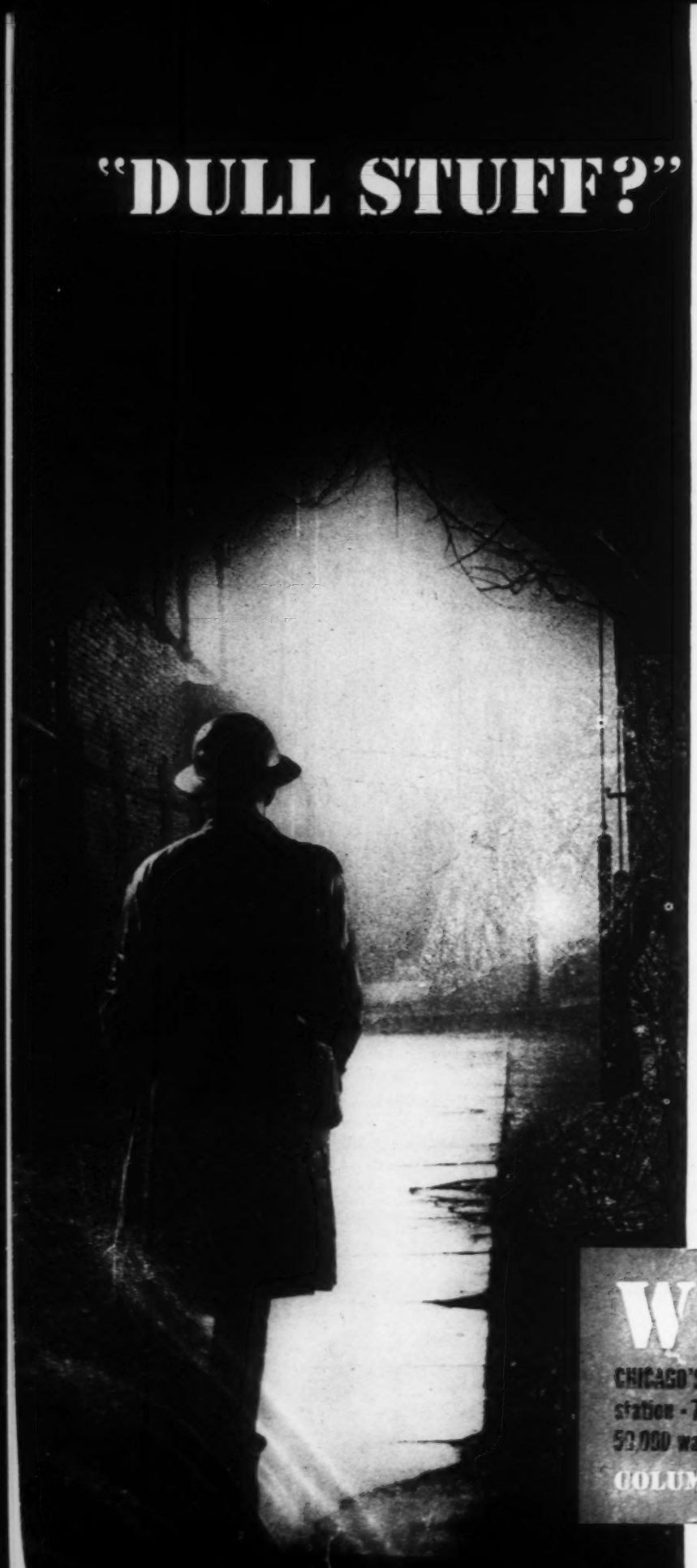
CBS 50,000 WATTS

KWKH

A SHREVEPORT TIMES STATION

SHREVEPORT, LOUISIANA

The **SELLING POWER** *in the* **BUYING MARKET**



"DULL STUFF?" ...IT BRISTLES WITH EXCITEMENT!

On the air, over WBBM went a new show last year—throbbing with excitement, loaded with inspiration.

This new show, "Our Block," made such a hit that the N. A. B. voted it the best of its type on any 50,000 watt station. Such a hit that a recent survey revealed it dominated Chicago's listening on Saturdays at 10:30 P.M.

You've heard Civilian Defense people call their work "dull stuff." But, as *Our Block* tells their story, this "dull stuff" is about the most important thing in our lives today.

This dramatic program is built on what Chicago OCD block captains report are their live, urgent problems... airplane spotting; fat salvage; tin can collections; air-raid warden volunteers. "Dull stuff" that rates no ribbons but, undone, may lose lives.

These fifteen fast-paced minutes of realism and suspense speed like a pursuit plane. They bring home—vividly and arrestingly—the duties and problems of every citizen at war. And they make people *act!*

Making people listen and act is an old WBBM custom. Some folks call it "showmanship." But "showmanship" or just "good radio" it helps explain why WBBM has been the most "bought-out" station in Chicago for 18 consecutive years!

WBBM

CHICAGO'S Showmanship station - 780 kc. 50,000 watts

COLUMBIA OWNED

CBS

Represented by Radio Sales, the SPOT Broadcasting Division of CBS.

XUM

You will never get anywhere in business if you wait for authority to come to you. Real people assume authority; only the dunces wait to have it conferred.

MOODY

The Pacific Northwest Group
(Serving the Boom Country)

KXL —Oregon's Largest Station—10,000 Watts—Portland . . . . . Joseph H. McGillvra
KFPY —Eastern Washington's CBS Station—5,000 Watts—Spokane . . . . . The Katz Agency
[illegible] Net—Montana's Radio Network—NBC—Butte—Helena—Bozeman—Livingston . The Walker Co.

Buy 2 Markets, save 5%; buy all 3, save 10%. Booklet on request.

An Optician a Grocer and a Radio Station

Get a few Cheers off their Chests

The proof of a radio program is in the *selling*. The Treasure House of Recorded Programs that is NBC Thesaurus, has furnished that proof again and again to stations and sponsors.

For instance, in Mankato, Minnesota, on KYSM, the Tillisch Optometric Eye Clinic used John Seagle and his "Church in the Wildwood"* continuously for 4 years. They testify: the program has brought in customers from twice the distance they used to come, and has caused business to increase steadily despite active competition.

In Reading, Pa., Rudolph Ennslen Sons, wholesale grocers, found that "Church in the Wildwood"—"has been very well received by housewife listeners and has made us a lot of friends."

And from Reading's Station, WRAW come these kind words: "We have sold a number of shows out of Thesaurus, and have had considerable success with other NBC recorded programs. If the Recording Division of the National Broadcasting Company can't develop and record saleable programs of merit—just who in the industry can?"

Frankly, we think no one can—quite as well. So whether you're an agency or a station, we hope you'll remember to get in touch with us right away RUSH to get audition records of some of our programs. We think you'll discover that *there are no hard-to-sell sponsors—when you go after them with NBC Thesaurus.*

*"*Church in the Wildwood*" is just one of the 28 current program series in Thesaurus. Write for complete information.*

NBC *Thesaurus*

a Treasure House of Recorded Programs

RADIO-RECORDING DIVISION • NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
NEW YORK • WASHINGTON, D. C. • CHICAGO • HOLLYWOOD, CAL.

XUM

September 1941 had been our biggest month . . . up until this April 1943. Read why smart advertisers turn to Baltimore's pioneer station for low-cost sales.

★ When you hit the 6th largest city in the country, with WFBR's concentrated force, something happens to sales.

WFBR doesn't try to cover Virginia, Pennsylvania, New Jersey, Delaware or West Virginia. Our job is Baltimore. We use the electrical power that does just that. WFBR believes that those scattered states have local radio stations right in their own backyards with their own loyal listeners.

In Baltimore . . . it all adds up to this: In Baltimore . . . WFBR gives a magnificently clear signal DAY and NIGHT. Baltimore people enjoy the station. Advertisers save money by buying coverage . . . and not just power that's costlier and too often wasteful.

RADIO STATION **WFBR** BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

E. HALE BONDURANT

SALES MANAGER, WHO, DES MOINES

1918-1919	U. S. Army
1919-1923	Drake University, Des Moines
1924	Wallaces' Farmer, in charge of merchandising
1929	Wallaces' Farmer and Iowa Homestead, Assistant Director of Advertising
1932	Assistant Sales Manager, WHO-WOC
1937	Sales Manager, WHO

THE day Hale Bondurant graduated from High School, back in 1918, he marched himself down to the recruiting office and enlisted in the U. S. Army. And from that day to this, Hale's decisiveness and *eagerness for action* have been the guiding stars of his career. Result—an aggressive, outstanding job for his station, his customers and himself. . . .

What difference does it make to *you*, you may ask, *what* kind of sales manager WHO has—or any other station, for that matter? It makes a lot of difference. One kind of sales manager, for instance, will fill his station "to the guards" with the easy, questionable stuff that comes in pretty much over the transom. Others will go out and *get* the kind of programs that will help to build an audience for *your* program. And that's just the start of the story. . . .

Here at F&P we *know* the elements of good station management, and the effect good management has on good advertising results. Next time you have a "list" to make up, we'd like an opportunity to prove it to you. That's really one of the best services we can render, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: ... NEW YORK: ... SAN FRANCISCO: ... HOLLYWOOD: ... ATLANTA: ...

BROADCASTING
and
Broadcast Advertising

Vol. 24, No. 24 WASHINGTON, D. C., JUNE 14, 1943 $5.00 A YEAR—15c A COPY

Wheeler Sets September Radio Hearings

Action May 'Stay' Policy Decisions By FCC

IGNORING almost frantic efforts to block new radio legislation, Chairman Burton K. Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, last week definitely scheduled hearings to begin in September—after the contemplated summer recess of Congress—and to continue "uninterruptedly" until definite conclusions are reached.

In a formal statement last Thursday—his first since the Supreme Court decision in the network cases—Chairman Wheeler announced, with the concurrence of Senator White (R-Maine), co-author of the pending White-Wheeler bill (S-814), that the legislative agreement had been reached. Hearings had been planned for the end of June, but an intervening recess would have broken the continuity.

A 'Stay Order'?

Whether the Wheeler statement will serve as a sort of "stay order" on the FCC, since it expresses the determination of the powerful Senate committee to consider new legislation, was debated in radio circles. It was thought the Commission would be disposed to move cautiously and would not seek to make any of its newly acquired authority which appears implicit in the Supreme Court's May 10 decision, until there is an expression from Congress.

Moreover, the imminent start of public hearings by the House Select Committee investigating the FCC is seen as another deterrent against any sweeping policy pronouncements by the FCC. These hearings, according to Chairman E. E. Cox (D-Ga.), of the five-man committee, will get under way before the end of the month, with sensational revelations predicted.

Two blasts in the House last week against the FCC, and in connection of the Frankfurter decision, were seen as the first of a continuing series of attacks in Congress that will make the radio cases a hot political issue. New demands for remedial legislation are being heard in the House as well as the Senate.

Coupled with the Wheeler statement on projected legislation was the report that FCC Chairman James Lawrence Fly had been advised of the hearing plans and asked to submit to the committee his views on the White-Wheeler bill and any changes which the FCC might espouse. Through Chairman Fly, the FCC majority consistently has opposed new legislation, contending the highest tribunal has spoken and no need exists for revision of the statute.

Following conferences with the NAB board of directors and members of the committee, Chairman Wheeler last Thursday made this statement:

"In view of a recess of the Congress expected to begin on July 1, or soon thereafter, and because of the anticipated continuance of pending hearings upon railroad legislation for two weeks or more, it seems unwise to proceed at this time with hearings upon the radio bill S-814 introduced by myself and Senator White.

"I am, therefore, after conference with Senator White and with his complete concurrence, postponing the radio hearings until the reassembling of the Senate after the planned recess. It is my purpose to begin these hearings in the early days of September and to proceed with them uninterruptedly with the hope that the committee may speedily come to a definite conclusion as to the recommendations it should make to the Senate with respect to radio legislation."

The temper of Congress appears to be that the Supreme Court opinion went beyond the Congressional intent and that, as the legislative branch, Congress should clearly express itself through a new law. The White-Wheeler bill, while not regarded as a model statute, does essay to limit the FCC's function and to separate the common carrier and broadcasting regulatory activities through creation of two autonomous divisions of three men each within the FCC. The chairman would be the executive officer and would not sit on either division.

Concern Over Powers

While the industry is reconciled to enforcement of the network regulations on June 15, concern is expressed over other broad powers delegated the FCC in the split decision of the Supreme Court. Multiple ownership of stations is a particularly live topic, along with newspaper ownership. Both of these vital matters were covered in regulations issued by the FCC within the last three years, but never enforced.

Whether, under the network regulations, NBC will be forced to sell WTAM, Cleveland 50,000-watter (because it now is in a three-station market), and CBS will find itself in a similar plight because of its ownership of WBT, Charlotte, 50,000 watter likewise in a three-station market, was being conjectured.

Widespread interest has been aroused in the impending hearings by the Cox select committee. Though no definite date has been

(*Continued on page 54*)

Petrillo Wants Boycott Power; AFM Asks Coal Disc Recall

TIGHTER control of the recording and radio industry is the basis on which the American Federation of Musicians will negotiate from now on in the lifting of the recording ban. This was revealed after a five-day AFM Executive Board meeting at the Palmer House last week by James C. Petrillo, AFM president, who stated that the recent AFM proposal that the transcribers withdraw service from any station cited unfair by the AFM was in effect a plan of control. The Chicago meeting was held in lieu of the annual AFM convention scheduled for June 14-21 at Columbus, but which was cancelled by Mr. Petrillo six weeks ago due to the war travel exigency.

Plan Shelved

"We have shelved the proposal that the transcription people pay a fee for recording," Mr. Petrillo told BROADCASTING, "because we were surprised to find out how little money there was involved in the transcribed library services. The transcription people are a nice bunch of fellows, but they are giving their music away. There just isn't any money there. What we need is tighter control and we have proposed a control plan as a basis for lifting the recording ban."

Simultaneously, it was learned in Chicago the AFM czar asked Interior Dept to recall discs sent coal dealers by Solid Fuels Administrator Ickes for local radio sponsorship. AFM held these violated the recording ban in that the coal campaign was regarded as a "commercial venture."

The recordings were allowed originally, said the spokesman, with the understanding that they would be sustaining. He added "we have cooperated with the Government in every possible way, but the commercial aspect of the coal discs violates the recording ban." Although the negotiations between the AFM and the transcribers reached an impasse four weeks ago after a four-day conference with the union in New York, Mr. Petrillo's objectives in the recording ban were clarified.

This latest demand reverses the previous AFM tack laid down along the line both in courts and in conferences that the musicians had no dispute with the stations, that their difference is with the transcribers.

It was revealed during the conferences held in New York May 10-13 that the gross income of all the library services combined is approximately $1,000,000 annually, of which sum $400,000 is paid to musicians. Mr. Petrillo indicated that he wasn't after a larger take from the library services, but that he was after industry-wide increase in the all-over number of musicians employed.

Gen. Food Serials Use Full Hookups

Five Programs to Be Carried On Entire CBS Network

GENERAL FOODS Corp., New York, and American Home Products, Jersey City, last week announced that effective in July the full CBS network will be used for their daytime serials on that network. Five of the programs are the first five times weekly daytime serials over the full CBS network, although Owens-Illinois Glass Co.'s *Your Home Front Reporter* and Wm. Wrigley Jr. Co.'s *Keep the Home Fires Burning*, both heard five times a week, are on the full network.

General Foods serials going full net July 15 are *Joyce Jordan, M.D.* (La France, Satina and Post's Raisin Bran), 2:15-2:30 p.m., increasing from 78 stations; *Young Dr. Malone* Post Toasties, Post Bran Flakes), 2-2:15 p.m., from a 90-station hookup, and *We Love and Learn* (Grape Nuts Flakes, Wheatmeal), 2:30-2:45 p.m., going up from 92 CBS stations.

Kate Smith Series

In addition to these, starting July 15, General Foods has taken the full CBS network for its news and comment quarter-hour noonday five times weekly *Kate Smith Speaks*, heard for Swansdown Cake Flour and Calumet Baking Powder, currently on 80 CBS outlets. Agency for *Young Dr. Malone* is Benton & Bowles, New York, while Young & Rubicam, New York, handles the other three G-F shows.

Through Blackett-Sample-Hummert, American Home Products has more than doubled the *Romance of Helen Trent* network, placing it on the full net July 6. Program, heard five times weekly, 12:30-12:45 p.m., promotes Bi-so-dol the last three days of the week, and Benefax Vitamins on Monday and Tuesday. *Our Gal Sunday* is the fifth CBS serial to go full network in the interests of Anacin on July 6. Now heard on 58 stations, the series is broadcast Monday through Friday, 12:45-1 p.m.

Trique Test

HARRY D. KOENIG & Co., New York, is testing radio for Trique Liquid Hose with six-times weekly five-minute participations in Judith Allen *Stars on Parade* on WPAT, Paterson, on a 52-week basis. Agency is Erland Adv., New York, now located at 18 East 41st St.

WATR Joins Blue

WATR, Waterbury, Conn., has joined the BLUE as a basic supplementary station, bringing the total number of BLUE affiliates to 156. Owned by Harold Thomas, the station operates fulltime on 1,000 watts, 1320 kc. Network evening hour rate is $100.

Post-War Planning for Radio Heads Chicago RMA Meeting

Extravagant Claims for Fantastic Models Draw Warnings as Manufacturers Look Into Future

POST-WAR planning dominated the 19th annual meeting of the Radio Manufacturers Assn., held last Thursday at the Palmer House in Chicago. The Association moved toward organization of a post-war planning board espoused by the RMA and FCC Chairman James Lawrence Fly who addressed the RMA luncheon meeting.

The manufacturers in a conference-filled day were cautioned against extravagant advertising campaigns on fantastic post-war models, and conferred with WPB and military officials on production problems.

To Name Committee

The RMA board directed James G. Galvin, who was re-elected RMA president, to appoint a committee to meet with the Institute of Radio Engineers on the organization of a post-war planning committee covering radio manufacturing and research. The IRE last month proposed a post-war planning board differing in organization from the plan supported by Chairman Fly and the RMA. [BROADCASTING, May 10].

The necessity of long-range planning, embracing all radio services including transmission and reception, was emphasized by Chairman Fly at the luncheon meeting. Although he did not recommend any specific procedures, Chairman Fly touched on the problems facing broadcasters as well as manufacturers after the war. He dwelt on the post-war allocation problem, stating that allocations in the future must be made with regard to equipment available and demands of various services.

Chairman Fly's reference to the allocation problem was viewed as a possibility that the postwar planning committee would be a sounding board for the Commission's policies of allocation of frequencies after the war.

"A look at the allocation pattern today should serve as a reminder that planning is well worth the effort," he said. "The sad experience of prior years resulted in more careful planning in the FM and television bands. We laid out these bands with as much forethought and ingenuity as could be mustered. I know now that even that was not enough.

"After this war we must do better still, and insure that all phases of radio will be re-established on a firm and spacious foundation. Not the least challenging of our ultra modern developments is the opening of the limitless ranges of the higher frequencies. We cannot satisfy all the demands for frequencies and yet the problem must be constantly considered.

"Our immediate job," he continued, "is winning the war. No one has suggested or is suggesting that anyone should start now to design post-war models or for any engineers to withdraw from the development of combat equipment to do post-war planning. On the contrary, I am suggesting that we start now to devise long-range proposals which will have the effect of improving all post-war models when the time comes to design them.

Generol Pattern

"We must try to lay out the general pattern, the product outlines within which future designs and services will fit. Radio planning is linked with more general post-war problems."

Chairman Fly praised the RMA for taking the lead in post-war planning and emphasized that the project cannot be effected without industry cooperation. While he did not reveal any of the organizational details of the planning board, it is known that the original plan contemplated by him and the RMA provided for a governing committee made up of the heads of the FCC, RMA, and IRE. This plan was not acceptable to the IRE, which proposed a revised board.

An RMA spokesman stated that the special organization committee would meet not only with the IRE but with the NAB, FMBI, and American Radio Relay League, on setting up the planning board. The RMA has appropriated $10,000 toward the expenses of setting up such a board.

Radar Problems

Manufacturing problems of radar equipment were comprehensively reviewed at the luncheon meeting by Ray C. Ellis, director of the WPB Radio & Radar Division, who praised the manufacturers for the swift and efficient transition to wartime production. The current production of radio and radar equipment is in the neighborhood of $250,000,000 a month.

The increase in production, Mr. Ellis said, entailed two classes of activities: (1) expanding capacity —new facilities, subcontracting problems, conversion of new concerns to the electronics industry; and (2) increasing efficiency which included standardization of the component parts and improving production methods.

Although the critical materials are as scrace as they were a year ago, Mr. Ellis pointed out that greater efficiency in the use of those materials and the development of

(*Continued on page 46*)

GENERAL MOTORS MAY BUY NBC TIME

GENERAL MOTORS Corp., Detroit, which has not used network radio since last year when it sponsored *Cheers from the Camps* on the full CBS network, is reported negotiating with NBC for sponsorship of the NBC symphony orchestra with Arturo Toscanini and other guest conductors. Deal has not been consummated, but may be by the end of June. Agency is Campbell-Ewald Co., Detroit.

If the contract is signed between G-M and NBC, it will mark the second symphony orchestra to go on a commercial basis this year. U. S. Rubber Co., New York, since May 23 has been sponsoring concerts on CBS by the Philharmonic Symphony Orchestra [BROADCASTING, May 10], while it is also reported that CBS is interested in a sponsor for the Philadelphia Symphony, and the BLUE would like to place the Boston Symphony on a commercial basis.

New 'Time' Program

RADIO PROGRAM DIVISION of Time Inc., which on June 5 assumed its successful series *Learn Spanish* for another 13 weeks on WQXR, New York, is preparing another series of quarter-hour programs to go on WQXR early this fall. The program, titled *The World & America* traces the history of America from 1942 to 1943 in its relation to European history, and will be in the form of a conversation between two business men, portrayed by Jack Smart and Eddie Mayehoff. Frank Norris, managing editor of the *March of Time*, has written the first script and Carl Carmer, noted author, will pen the remaining programs. Lester Vail, who resigned last week from NBC to do freelance directing, will direct the new series.

Lockheed Plans

LOCKHEED & VEGA AIRCRAFT Corps., Burbank, Cal. (inaugurational), with broadcast of July 4, expands to a half-hour and is titled *Ceiling Unlimited* on 56 CBS stations, from Monday, 7:15-7:30 p.m. (EWT), with West Coast repeat 8:15-8:30 p.m. (PWT), to Sunday 2-2:30 p.m. (EWT). Format remains fundamentally the same with name guest talent featured in dramatic skits. Anthony Collins continues as musical director and Pat McGeehan handling the announcer assignment. Thomas Fairbairn-Smith is producer of Lockheed Cone & Belding, Hollywood, agency servicing the account.

Aunt Jemima Active

QUAKER OATS Co., Chicago (Aunt Jemima flour), has started a summer campaign using the five-minute transcribed *Aunt Jemima* program, a variety show, three to six times a week on 42 stations. This is the first time that extensive summer advertising has been used for Aunt Jemima pancake flour. Company is continuing *Aunt Jemima* five-minute program on 45 CBS stations, Sundays at 2:30 p.m., but has switched commercials from pancake flour to mix. Agency is Sherman K. Ellis & Co., Chicago.

XUM

Dual-Affiliates Plan Option Discussions

Conflicts Arise As 3-Hour Limit Is Applied

TO CLEAR up the special problems of stations with dual network affiliation arising from the new FCC rules, MBS has called meetings of those of its affiliates who are also affiliated with another nationwide network: Eastern stations to meet in New York on June 22 and western in Chicago on June 29. There are 49 such stations: four affiliated with both MBS and CBS, 10 affiliated with both MBS and NBC, and 35 affiliated with both MBS and the BLUE.

Otherwise, network affiliates are generally accepting the revisions in their network contracts necessitated by the new rules, according to network station relation executives. Late last week CBS reported that more than 90% of its affiliates had acknowledged acceptance of the revised contracts. NBC said that although its letter detailing the contract changes to stations required no answer, a number of NBC affiliates have written to voice their continued allegiance to NBC.

The BLUE, many of whose affiliates met last week in district sessions called by their representatives on the BLUE's station advisory and planning committee to give the stations a chance to ask questions and to eliminate any remaining misunderstandings of the effects of the rules, described the meetings as completely friendly and reported that contract acceptances were coming in at a rapid rate.

Midwest Problem

Arthur Church, member of the CBS affiliate advisory board for the midwestern district, called a special meeting of his group in Omaha last Tuesday to discuss changes in the relationship of these station with CBS following the application of the new rules. Chief problem was that of the noon hour which CBS had asked the stations to option for network programs. A number of midwestern broadcasters, especially those catering to the farm audience, were unwilling to option this time, which is at present largely devoted to market reports, news and other farm service features. J. G. Gude, CBS station relations manager, attended the meeting, following which it was reported that most of the difficulties were ironed out on an individual basis, the same as they had been handled under the old contracts in which all station time was optioned to CBS.

The peculiar problems of the dual affiliates also arise mainly from the limitations on network option time set by the Commission, which prohibit an affiliate from opting more than three hours of time in each of four segments of the day: 8 a.m. to 1 p.m., 1 to 6 p.m., 6 to 11 p.m., and 11 p.m. to 8 a.m., all times those of the location of the station. "Such options," the regulation states, "may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations."

This means that a station may give options for only three hours in any of the four periods for network programs, whether of one, two, or three or four networks. Hence, a station with dual network affiliation cannot option more than three hours in each period altogether, and although he may option all three hours to both networks he cannot option three hours to each network unless the option times are identical.

In other words: a station affiliated with both the BLUE and MBS might option 7 to 10 p.m. to the BLUE, as requested by that network. If MBS asked for a different evening option period, say 8 to 11 p.m., the station could grant Mutual an option only for 8 to 10 p.m. without violating the terms of the regulations.

The following stations currently have dual affiliations:

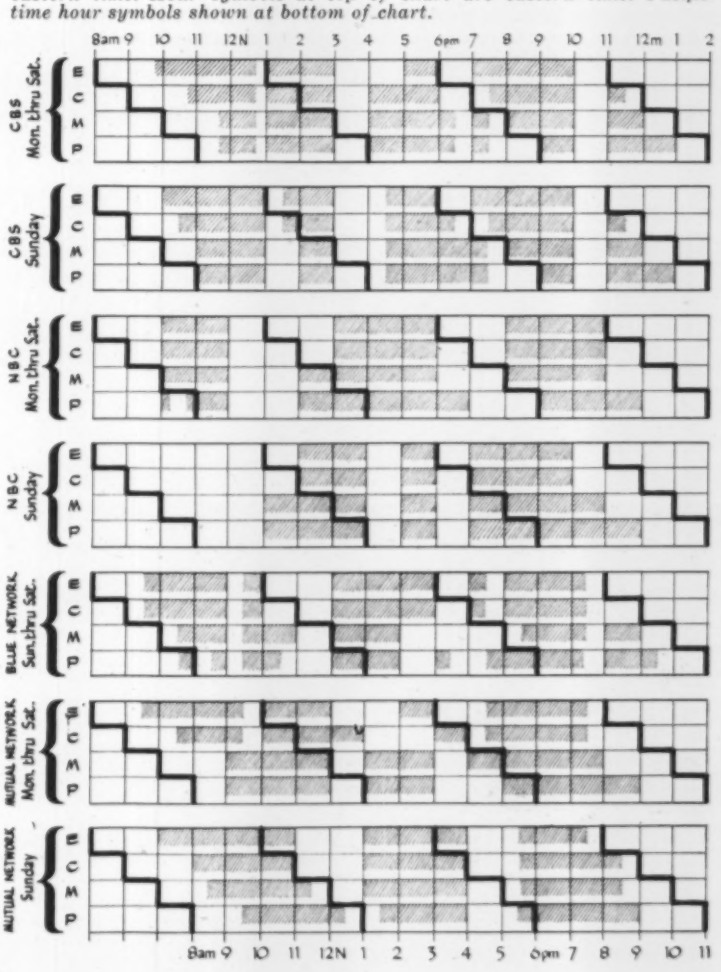
MBS-NBC: WGBF Evansville, Ind; WRDO Augusta, Ga; WFFA Manchester, Vt; WLBZ Bangor, Me; WISE Asheville, N. C; WKBO Harrisburg, Pa; WGAL Lancaster, Pa; WORK York, Pa; KRIS Corpus Christi; KRGV Weslaco, Tex.

MBS-CBS: WAAC Ft. Lauderdale, Fla; WMT Cedar Rapids, Iowa; WNBF Binghamton, N. Y. and KILO Grand Forks, N. D.

MBS-BLUE: WSGN Birmingham, and WMOB Mobile, Ala. KGHI Little Rock, Ark; WATR Waterbury, Conn; WWPG Palm Beach; WROK Rockford, Ill; KSO Des Moines and KMA, Shenandoah, Iowa; KGGF Coffeyville and KFBI Wichita, Kan; WXYZ Detroit and WLAV Grand Rapids, Mich; KFOR Lincoln, Neb; WAGE Syracuse, N. Y; WAYS Charlotte, N. C; WAIR Winston-Salem, N. C; WJW Akron, Ohio; KOME Tulsa; WARM Scranton; WCOS Columbia and WMRC Greenville, S. C; WDEF Chattanooga; WIBR Knoxville, WMPS Memphis and WSIX Nashville, Tenn; KFDA Amarillo, KNOW Austin, KXYZ Houston, KABC San Antonio, KTEM Temple, WACO Waco, Texas; WBTM Danville, WLVA Lynchburg, WRNL Richmond and WSLS Roanoke, Va.

NETWORK TIME BLOCKS

THIS DIAGRAM depicts time segments selected by each of the four networks in their contracts with affiliate stations under the new FCC network rules. Shaded portions are hours requisitioned from affiliate schedules under contract; white segments are those not available to the network. Symbols at left indicate time zones: E, eastern war time; C, central; M, mountain; P, Pacific. Heavy staggered lines indicate the five-hour time segments based on local time, but the entire chart is based on eastern time. Hour symbols at top of chart are eastern time. Pacific time hour symbols shown at bottom of chart.


8am 9 10 11 12N 1 2 3 4 5 6pm 7 8 9 10 11 12m 1 2
CBS Mon. thru Sat.
CBS Sunday
NBC Mon. thru Sat.
NBC Sunday
BLUE NETWORK Sun. thru Sat.
MUTUAL NETWORK Mon. thru Sat.
MUTUAL NETWORK Sunday
E
C
M
P
8am 9 10 11 12N 1 2 3 4 5 6pm 7 8 9 10 11

Harry Wismer Named Maxon Radio Director

HARRY WISMER, sports commentator and advertising man, has been named manager of the radio department of Maxon Inc., Detroit, by Lou R. Maxon. In addition to assisting clients in the development and production of programs, he will continue to be active as a sports and special events commentator.

Wismer served as secretary to athletics director Charles Hachman while a student at Michigan State College. After graduation he joined WJR, Detroit, as a member of the production staff and sports director.

Blue Meeting

NEW BLUE affiliates' contracts, drawn up in accordance with the FCC monopoly rules, were explained to 26 midwestern affiliates which met last Tuesday in Chicago at the Drake Hotel. Keith Kiggins, BLUE vice-president in charge of station relations, discussed with the affiliates the new contracts which were mailed out recently. The regional meeting, presided over by Earl May, KMA, Shenandoah, Ia., included BLUE affiliates in the states of Wisconsin, Iowa, Illinois, Michigan, Missouri, Indiana.

Tax-Bond Copy

WITH 18 BILLION dollars still to be raised during 1943 through purchase of Government securities by individuals, the Treasury War Savings Staff Radio Section is preparing spot announcements based directly on the relation of pay-as-you-go taxation to planned bond buying. Scheduled to go on the air the last week in June, the announcements will be put in final form as soon as a simple explanation of the tax law can be worked out.

Tube Plan Would Expedite Set Repairs

Rigid Control Studied To Break Jam of Orders

MORE RIGID control over production of vacuum receiver tubes, including maintenance and repair tubes for civilians, will probably be started by the WPB before July 1, it was learned last week. The new control is designed to break a jam of highly-rated military orders that threatens to choke out civilian receiver tube production for the remainder of the year and complicates prompt fulfillment of urgent war orders.

A study of the military orders is now being made by Capt. William A. Gray, chief of the Electronic Tube Section of WPB, in an effort to determine how many of the military tubes are urgently needed. In recent months, tube manufacturers have reported large numbers of new military orders which apparently would tie up the entire industry for many months.

Situation is Unsatisfactory

The situation is unsatisfactory to both military and civilian representatives, since the huge backlog of orders means urgently needed types may not be delivered on time. Anxious to insure against "too little and too late" of the right kinds of tubes, Captain Gray plans to determine actual month-to-month military tube needs and to prepare monthly production schedules which will include civilian needs.

Since consideration of the schedule has only begun, there is as yet no indication of the number of tubes civilians may get. Only certainty is that under the old preference rating system, civilians almost certainly would have been left out entirely, while under the over-all scheduling proposal, there is hope that some tubes may still be made for civilians.

In adopting such a scheduling plan, WPB would abandon the old system of preference ratings under which military orders, with their high ratings assuring precedence over civilians, were handled in turn by manufacturers. The new scheduling system will insure that most urgent needs are met first, Captain Gray explains.

McIntosh, Whiteside Watch

A crisis in tube production apparently came to a head within the last two weeks. For several days, WPB buzzed with rumors that civilian production was "out". Finally, it was reported that Arthur Whiteside, WPB Vice Chairman for Civilian Requirements, had taken a hand in the situation, and was considering a directive to insure some tubes for civilians.

Frank H. McIntosh, chief of the WPB Domestic & Foreign Broadcast Branch, is the representative of non-military tube users in all scheduling discussions. It is understood that Mr. Whiteside's office will back up his efforts to insure maintenance of home radio on a workable basis.

Some sources feel, however, that under the proposed scheduling system no such directive is needed. The decision to reschedule production, probably allowing civilian tubes at least a share of the facilities has been advanced as a long-term answer to the problem. Civilian tube production until now has been fitted into manufacturing capacity not used to fill military orders. As the situation shaped up at the Vacuum Tube Advisory Committee meeting in Washington late last month, there would have been none of that margin available.

In describing his scheduling idea, Captain Gray explained that it was closely linked with recent steps WPB has taken to insure efficient distribution of tubes. Officials of the Radio & Radar Division recently issued an order L-265, to insure that tubes intended for civilians reached only civilians [BROADCASTING, June 7]. With L-265 in effect, tubes scheduled for civilians in the future would be marked "MR". Since L-265 makes it illegal for distributors to use "MR" tubes to fill rated orders, whatever tubes are made for civilians are almost certain to reach their proper destination.

Military officials are as enthusiastic about L-265 as civilians, reports indicate. High Army and Navy officers strongly oppose sale of tubes to military agents in the field by distributors. They point out that regular channels insure ample tubes for military use. By purchasing from distributors, they hold, the services pay much more for the merchandise, may get military rejects, and at the same time deprive civilians of tubes they should have.

Despite dire predictions for civilian tube production, Captain Gray indicated that the situation would not be permitted to get out of hand. He pointed to figures showing that production ran from two to three and a half million tubes monthly in recent months. He said it was probable that certain types now reported scarce would be produced, and that most of the 117 types recommended by Mr. McIntosh would be available if over-all scheduling is adopted. In addition, he said, many commercially acceptable military rejects would be given civilians.

Tube manufacturers have reported that the chief obstacle to vastly increased production of receiving tubes is the manpower shortage. WPB surveys show that the industry is running at only about 50% of capacity, since manufacturers have found it impossible to recruit women for night shifts. One way of overcoming this, officials said, would be for firms to follow the lead of at least one company that has many of its components assembled in "booster" plants, erected outside tight labor markets.

Spier Recuperating

WILLIAM SPIER, CBS producer, who has been on the West Coast for auditioning new programs, collapsed last week from overwork and is recuperating in the Cedars of Lebanon Hospital in Hollywood.

NOW AT WCKY, Carroll D. Alcott (seated) signs for two six-night-weekly broadcasts for Hudepohl Brewing Co., Cincinnati. Witnessing the signature of the Far East observer and commentator are (l to r) L. B. Wilson, station owner; Fred A. Palmer, manager, and L. F. McCarthy, president of the L. F. McCarthy & Co. agency in charge.

GLASCOCK NAMED WRC SALES CHIEF

APPOINTMENT of Mahlon A. Glascock as sales manager of WRC Washington, effective June 16, has been announced by Carleton D. Smith, WRC general manager. Mr. Glascock succeeds John H. Dodge, who is now on duty with the Navy.

Mr. Glascock

The new sales manager came with WRC in November, 1942. He was formerly account executive and radio director with the Lewis Edwin Ryan Advertising Agency, Washington. Previously he was connected with the R. D. Wyley Agency and the Robert N. Taylor Agency. He graduated from Yale in 1930.

Mr. Glascock is a member of the Washington Sales Representatives Assn., and the Washington Advertising Club. He is married and has two children.

COMMITTEE STUDIES FCC RADIO FORMS

MEETING in Washington last week, the broadcast subcommittee of the Advisory Committee on Government Questionnaires named as chairman J. Harold Ryan, WSPD, Toledo, and present assistant Director of Censorship for broadcasting. NAB President Neville Miller and others discussed the development of the subcommittee and the need for information derived from questionnaires.

Talk centered about current forms and questionnaires, with the engineering form approved as recommended by the NAB engineering executive committee. Named to committee to discuss changes in the FCC license renewal form with the commission were Mr. Ryan, Bennett Larson of WWDC, Washington; Herbert Pettey of WHN, New York, and NAB Research Director Paul Peter.

Others in the radio field attending the meeting were Roger Clipp, WFIL, Philadelphia; Edward F. Evans, WJZ, New York; John C. McCormack, KTBS, KWKH, Shreveport; Barry Rumple, NBC; Jack Williams, WAYX, Waycross, Ga., and J. Churchill, CBS, represented Frank Stanton.

Asks WAPO Transfer

JODA PATTERSON, executrix of the estate of W. A. Patterson, deceased owner of WAPO, Chattanooga, last week filed an application with the FCC for involuntary assignment of the license to herself as executrix. At the same time she filed a second application for voluntary assignment of the license to herself and to Ramon Patterson, her son, and Louise Patterson Pursley, her daughter. WAPO Broadcasting Service. No money is involved.

THE BLUE has started using [illegible] as messengers—the first regular man member of the staff being Frances Gaisser, a former model.

XUM

★

Here's something about Chicago that should be put down in BLACK AND WHITE!

You can reach the people of Chicago and the Middle West most effectively thru the station which carries *more retail* and *more national spot* business that any other major Chicago station.

That station is WGN!

A Clear Channel Station

CHICAGO
50,000 WATTS

WGN

ILLINOIS
720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. ★ PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.

Network Rules Attacked in New Book

Practical Phases Were Ignored, Robinson Points Out

SOMEWHAT anti-climactic because it does not cover the momentous Supreme Court decision of last month in the network cases, Thomas Porter Robinson's book, *Radio Networks and the Federal Government*, published last week condemns the FCC's network-monopoly regulations as failing to meet the problem in a "realistic and far-sighted manner consistent with the public interest."

The 278-page volume [Columbia University Press, $3.50] in comprehensive fashion covers network broadcasting and its relationship to the Government up to the time of the nework appeals to the Supreme Court, decided in favor of the FCC. The author, while concluding that Government regulation of broadcasting is necessary and that some degree of Federal regulation of the social and economic aspects of broadcasting is desirable in the public interest, nevertheless holds that the Commission went too far.

Practicalities Ignored

Aside from failing to meet the problem, the writer concludes that the regulations were "discussed and weighed in an atmosphere of acrimony and intense partisanship—an atmosphere alien to an intelligent and calmly deliberated plan." By outlawing exclusive option time as against another network and by drastically curbing network ownership of key outlets, Mr. Robinson tells, the regulations "disregard the practical requirement that a network organization under our present system must be permitted to secure with as much certainty as possible the willingness of the individual sovereign stations to broadcast the same program at the same time."

The author finds, moreover, that the intent to promote greater competition in the broadcast field is in the public interest, the regulations as a means of accomplishing this "are ill-advised because they foster the wrong type of competition and will result in a chaotic condition of economic rivalry between networks for the same stations, which is destructive to chain broadcasting." The regulations, he contends, tend to freeze a technical situation which is dynamic and do not give sufficient weight to the potential possibilities of the radio spectrum. In this regard, the author suggests that synchronization of networks on two or three 1-A channels is a post-war prospect and a challenge.

"In conducting the investigation and in formulating the regulations, the Commission failed to explore the possibilities of making a greater supply of frequencies available for network broadcasting in the standard broadcast band through a reorientation of its allocation and licensing policies."

BACK FROM FOREIGN news front, Edward R. Murrow, CBS European news chief, now in New York on a brief visit, brought with him this photo of the CBS London news staff (above, l to r), Murrow, Paul Manning, John Daly and Bob Trout. Murrow was welcomed at a luncheon at the Ambassador Hotel attended by radio executives and press representatives. Seated beside him as he addressed the group are (left) Paul White, CBS director of public affairs, and (right) Frank Stanton, CBS vice-president. Murrow will return soon to London to join his Columbia confreres in that busy war center.

Synchronous System

Discussing possibility of synchronization on a common frequency, Mr. Robinson drew upon previous experimentation dealing with synchronous or common frequency operation. Delving into the future, he sets up a hypothetical situation in which a national network is licensed on two or three clear channel unlimited time frequencies. Network stations operated synchronously on one of these frequencies at a particular time would broadcast an identical program. The great majority of transmitters would be simply relay transmitters, operated at low cost.

Pointing out that the Communications Act states that the Commission shall "study new uses for radio, provide for experimental uses of frequencies and generally encourage the larger and more effective use of radio in the public interest," Mr. Robinson said that when the war is over "broadcasting will stand on the threshold of a dynamic future. Only through opening our minds and exploring the challenge of this expanding science can the possibilities of that future be fulfilled."

While attacking the extreme nature of the regulations, the book does not support in their entirety the contentions of NBC and CBS. Although the "dire results predicted" by these networks with respect to the option time regulations "are undoubtedly exaggerated," he said, "some form of exclusive option time as against other networks is, in the writer's opinion, a practical requirement in our present system of chain broadcasting."

Sees Domination

Mr. Robinson reaches the "inescapable" conclusion that the broadcasting industry in the United States "is dominated by NBC and CBS." Breaking up of this domination, promoting what the Commission believes to be the most desirable type of competition in the broadcast field, abolishing present contractual restraints in the network-station market, and speedily opening the door of opportunity to Mutual and to new networks "were the principal reasons behind the Commission's reform movement," he states.

"Asserting there is no quetison that more competition of the right type in network broadcasting is desirable, Mr. Robinson, however, holds that the FCC's regulations are destructive to chain broadcasting itself. The real answer to the competitive problem, he writes, is "a greater available supply of frequencies for commercial broadcasting, which in turn would result in a greater number of national networks."

Refuting the FCC's assumption that there is a severe lack of frequencies for commercial broadcasting, he declares scientific research has increasingly enlarged the number of usable radio frequencies and the process will continue. He points to FM and television and their use of the microwaves as signs in this direction and cites statements of leading engineers.

In his concluding chapter, titled "Looking Forward," Mr. Robinson says if there were no broadcasting industry in this country today the accepted first principles would include advertising as the major means of financing broadcasting; maintenance of both individual stations and networks; Government assignment of frequencies and power; Government regulation of networks, and exploration of the feasibility of synchronous operation of networks on common frequencies.

Lauds Transcriptions

Transcriptions are given a boost by the author. Declaring they are highly developed today and are equal to live talent programs, he says the national networks tend to insist that this is not the case, that the public demands live talent and would turn away from a so-called "dead program" on a transcription. In some respects, he holds, transcriptions are actually superior to live broadcasts. The best time for the performance can be chosen and the finest performance can be selected for presentation. The artists can be entirely fresh and at their peak; acoustical conditions can be better controlled and the difference in time as one proceeds across the country presents no difficulty because simultaneous broadcasting is not required. Finally, with the development of the Miller film, a method of transcription using a narrow strip of film rather than a disc and operating on the principle of a moving picture, editing is made possible before the broadcast.

Because they can now compete on equal terms with the "live" show and because they represent the form of competition most greatly feared by a chain organization, Mr. Robinson declares the use of transcriptions is "generally discouraged." He cites former network restrictions in this connection, mentioning NBC's refusal to allow outside concerns to make off-the-line recordings of commercial programs.

Mention also is made of the Petrillo ban on transcriptions and recordings, in force since last August. "If this ban is permanently enforced," says Mr. Robinson, "the damage that will be done to the broadcasting industry and the impairment of public service to the people that will result will be very substantial. In the writer's judgment, the action of Mr. Petrillo is so contrary to the public interest that Congress, if necessary, should step in and see that this directive is rescinded."

WGCM Is 140th NBC

WGCM, Gulfport, Miss., on June 6 became an NBC affiliate, bringing the network's total to 140 outlets. Owned by WGCM Inc., the station operates on 1240 kc, 250 w

BALTIMORE
AND THE FUTURE

GREAT SHIPBUILDING CENTER

Whether the "ships" of the future sail the seas or fly the air, Baltimore is in a position to build those ships better, faster, and cheaper--because of the accessibility of raw materials and the availability of a pool of skilled and trained workmen.

Baltimore has the greatest tide water steel plant in the world. Coal, power, and fuel are easily accessible. There are established lumber and plastic industries in or near the city.

Inevitably there will be a post war demand for new and faster ships. Inevitably there will be a demand for great transport and cargo planes such as are already being planned by Baltimore's Glenn L. Martin Company.

Baltimore's present leadership in this field will continue--and continue to grow.

Number Four of a Series

For further information about Baltimore of the present or future, write WBAL or the Baltimore Association of Commerce.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

Joint War Effort By Entertainment Groups Projected

Conference Board to Insure Cooperation Is Planned

IN A MOVE to bring about a closer cooperation between various branches of the entertainment industry engaged in war work, plans were advancing last week towards the formation of a Conference Board of the Entertainment Industry for War Activities. Idea for the group, which would serve as a clearing house for the war activities of various agencies including BMI, ASCAP, creative radio guilds and other organizations in the amusement field, grew out of a two-day meeting of representatives who convened in New York June 3-4 as the National Conference of the Entertainment Industry for War Activities.

'Pool of Resources'

One of the proposed functions of the board, as presented by Ilka Chase, actress, to the National Conference, would be the creation of a "pool of resources" through voluntary enlistment of all members of the entertainment industry, who would agree to be drafted into any kind of participation in the war effort requested by an authorized entertainment agency.

War services would be subject to contractual obligations, would be limited to period of time specified by the individual, and would be paid for by the entertainment agency according to standards mutually established by agency and trade union. Plan would not preclude services on a free and voluntary basis, however. Enlisted personnel would include members of all professional fields of the four major groups—motion pictures, radio, stage and music.

First step was the approval by Conference members of a Continuations Committee to proceed with the organization of the Conference Board. Radio figures named to serve on that Committee were: Neville Miller, (or designee), NAB; George Heller, AFRA; William Fricke, Assn. of Advertising Agencies; Anita Grannis, AFRA, Virginia Payne, AFRA, and Lawrence Tibbett, AFRA president. Committee named a special group to draw up a statement of purpose to be submitted to organizations which might participate in the Board. Members of the subcommittee included Walt Dennis, chief of the news bureau, NAB.

NAB is the first agency officially to signify its intention of participating in the conference board of the entertainment industry for war activities.

DIRECTORS of Western Electric Co. have declared a dividend of 50 cents per share on its common stock, payable June 30, to stock of record at close of business June 25, 1943.

NBC Defaults Hearing, Allowing WJW And WHDH to Break Down 850 kc. Wave

OPERATION OF WHDH, Boston, and WJW, Akron (now moving to Cleveland) on the 850 kc., clear channel of KOA, Denver, practically by default, was made possible last Friday when NBC, as licensee of the Denver station, stated it did not desire to participate in hearings scheduled by the FCC following the Supreme Court decision in favor of NBC-KOA.

This action followed denial by the FCC the preceding Tuesday of a petition by NBC to postpone the hearing involving the breakdown of the channel until six months after cessation of hostilities. The Supreme Court had held KOA had not been accorded a proper hearing and the FCC had scheduled hearings for June 30.

In its brief petition last Friday, NBC said it believed that the public interest would have been served by granting its postponement petition. For the reasons it had set forth, NBC added that "it does not desire to participate in the hearings" but that it "fully reserves all rights to participate in any hearing pertaining to operation by the applicants in any manner other than that specified" in the applications.

NBC, in its petition filed following the Supreme Court's ruling, asked the Commission to postpone until six months after the war the consolidated hearing involving the Boston and Cleveland stations and stated that until the Commission's final decision after the postponed hearing, NBC would consent to the unlimited time operation of WHDH and WJW as proposed in their applications.

NBC pointed out that the May 10 Supreme Court decision in the network cases gave the FCC authority to promulgate the chain-broadcasting regulations. As a network company and the licensee of individual stations, including KOA, the petition said NBC is placed in an equivocal position regarding further proceedings in the KOA case. WJW, it pointed out, is an applicant for use of 850 kc. at Cleveland, while NBC is licensee of WTAM, Cleveland. Under Section 3.106 of the regulations, Cleveland, which now has only three full-time stations, may be considered a "locality where the existing standard broadcast stations are so few" as to justify the Commission in refusing NBC further licenses for WTAM unless an additional station is assigned to the Cleveland area.

Affects Rural Listeners

"It thus appears that though NBC's interests in the Denver station would be adversely affected by a grant of the WJW application, NBC's interests in its Cleveland station would be protected by the same grant. NBC is further placed in an equivocal position by the fact that both WHDH and WJW will be affiliated with the BLUE Network, which, like NBC, is a subsidiary of RCA."

"NBC does not wish to be put in the position of causing strategic construction to lie idle during wartime while it litigates the broad and continuing question of national service from clear channel stations," the petition added.

Finally, NBC said important technical developments will occur in broadcasting when the war is over. These developments, the petition held, would offer the people of Boston and Cleveland additional service without the necessity of depriving any rural listeners of service from KOA. By the same token, under peacetime conditions, the 850 kc. clear channel may be used to bring to rural listeners improved service through the use of higher power. Neither the Boston-Cleveland need for service now nor present wartime restrictions upon the full development of KOA's potentialities "should be allowed to work a permanent distortion in the broadcasting allocation structure," said the petition.

PENN TOBACCO Co., Wilkes-Barre, has purchased two quarter-hour news periods weekly for 52 weeks on WENR, Chicago. Agency is Kiesewetter Adv., New York.

IN RECOGNITION for their achievements on behalf of continental solidarity, two CBS executives last week received "The Highest Civilian Decoration of the Cuban Government. (L to r): Edmund Chester, CBS director of Latin American relations; William S. Paley, CBS president; Roberto Hernandez, Cuban Consul General.

Newspaper Group Plans Retail Study

NAEA to Name Committee to Standardize Promotion

DOUBTLESS inspired by the successful development of the radio retail promotion campaign, members of the Newspaper Advertising Executive Assn. attending the group's wartime conference at the Hotel Pennsylvania, New York, last week, authorized the appointment of a committee to explore the retail field and set up a standardized promotion plan for use by newspapers.

H. H. MacLean, manager of retail sales for Scripps-Howard Newspapers, was named chairman of the committee, whose other members had not been appointed at the conclusion of the three-day meeting. Although most details of the plan are still to be worked out, it was understood that the proposed study will cover the entire retail field, including chain stores as well as department stores and specialty shops. Neither Mr. MacLean nor Irving Buntman, secretary and treasurer of the NAEA, were willing to estimate the amount of money that carrying out this plan will entail or whether it will be more or less than that being raised by the radio retail promotion committee headed by Paul W. Morency, WTIC, Hartford.

May Ration Ads

A discussion of the probable effects of further restrictions in newsprint at one of the NAEA session disclosed the general feeling among larger newspapers that in such an event they would have to begin rationing their advertising space, while the smaller papers felt that in their case another cut of 10% in newsprint would be followed by an increase in advertising rates. Of the papers represented at the meeting only a few reported that they have already instituted rationing of advertising space or made any plans for doing so. Rate increases reported were also relatively few.

The need for more creative selling on the part of newspapers was stressed by Ray H McKinney, president, American Assn. of Newspaper Representatives, who cited radio as an example of successful idea selling.

Church Discs on 23

CHURCH OF CHRIST, Glendale, Cal., in a tie-in with local churches, on June 6 started sponsoring a weekly half-hour transcribed religious program featuring Jess Valentine, evangelist, on 23 Pacific Coast stations. Contracts are for 52 weeks. Station list includes KDB KFXM KPMC KGA KYA KHSL KLS KFMB KHUB KSEI KTRB KVEC KVCV KODL KPO KMED KVI KUJ KVOS KREI KXA KWJJ KELA. Dean L. Simmons Adv., Hollywood, has the account.

KOA MAINTAINS MUSIC CENTER FOR ENLISTED MEN!

In keeping with "morale-maintenance" activities—KOA makes available its facilities for the Music Center for Enlisted Men. It is scheduled to furnish members of the armed forces in Denver *an outlet* from their rigorous duties. Here men may listen to recordings or programs, and participate in choruses and broadcasts.

Wives of Commanding Generals and Post Commanders in Denver,, with the Governor's wife, and civic and state leaders, contribute liberally of their time to make the Center highly effective.

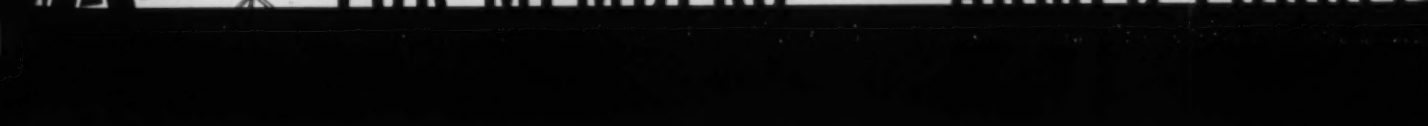
A weekly half-hour program, under the auspices of the KOA Music Center for Enlisted Men, is broadcast *every Friday evening*. Members of the armed forces furnish the program while others take part in dramatizing activities of military posts here — all for the entertainment and information of soldiers and their families alike.

Highlights of several recent broadcasts are pictured.

OOPS IN DESERT RECALL DENVER AS SOLDIER'S PARADISE

...roup of nostalgic soldiers stationed at an army air forces ...e desert near Muroc, Calif., Denver ... ...ier's heaven" where "the people ... information was contained in a let... ...formerly of Lowry field, to Denver ... ...ories of 470 South Williams ... ...of me inspired by a KOA ... ...ation. ...s follows: ...stationed out in the desert ...Calif. There is nothing but ...and our hero. The thing ...ning event is the radio pro... ...last night. The program ...KOA Music Center for ...the performer spoke and the ...other at THE DENVER ... ...I think back to the days I ...in Denver, I remember it as a ...known as the managing ...of THE DENVER POST said ... ...the program came on ...ver on and, said 'Leave that ...from the soldier's paradise. ...of Denver are wonderful. ...folks there feel at home ...never felt in the past. It is ap... ...reasons there was more ...welcome in the eyes of men ...of their days there. ...was the people of Denver."

Maj. Gen. John F. Curry, Commanding, 4th Dist. AAF-TTS, and Hon. John C. Vivian, Governor of Colorado at opening program KOA Music Center for Enlisted Men



KOA CENTER

The KOA Music Center for Service Men, KOA Studios, NBC building, 1470 California street, will present the following programs this week:

MONDAY.

2:30-3:00, 5:30-6:00 p. m.—Record recitals.
3:00-4:00, 6:30-7:30 p. m.—Piano and voice studios.

TUESDAY.

2:30-3:30, 5:00-7:00 p. m.—Record recitals.
12:30-1:30, 3:30-4:30, 6:30-7:30 p. m.—Piano and voice studios.

WEDNESDAY.

2:30-3:30, 5:00-7:00 p. m.—Record recitals.
12:30-1:30, 3:30-5:30, 6:30-7:30 p. m.—Piano and voice studios.

THURSDAY.

7:30-8:30 p. m.—Soldiers' chorus rehearsal, studio A, conducted by Hon. John C. Vivian.
2:30-3:30 p. m.—Record recital.
12:30-1:30, 3:30-5:30 p. m.—Piano and voice studios.

Hon. Vivian invites soldiers to attend these chorus rehearsals for informal group singing.

FRIDAY.

12:30 p. m.—Broadcast, Philadelphia symphony orchestra.
2:30 p. m., April 30—Fourth district ...ale force program, introduced by Hon. John F. Curry. Arranged by ... district, in charge of ... music.
3:30 p. m.—Record recital.
6:30-7:30 p. m.—Piano and voice studios.

SATURDAY.

... a. m.—Broadcast, Metro...

ADVISORY BOARD
MRS. JOHN F. CURRY, Chairman
MRS. ALBERT L. SNEED
MRS. LAWRENCE LAWSON
MRS. CHARLES E. LOUCKS
MRS. OMAR H. QUADE
MRS. WILLOUGHBY DOE
MRS. FOSTER KILBOURN

KOA MUSIC CENTER for ENLISTED MEN
NBC BUILDING
DENVER

EXECUTIVE BOARD
MRS. JOHN C. VIVIAN
MRS. JOHN J. SULLIVAN
MRS. JAMES REA MACPHERSON

NEXT BEST PLACE TO HOME

KOA FOR MEMBERS of the ARMED FORCES

XUM

CBS Issues Booklet to Explain New FCC Rules to Advertisers

Affiliates' Right of First Call on Net Shows Held To Maintain Usual Buying Method

IN A BOOKLET explicitly titled "Questions and Answers for Advertisers and Advertising Agencies Concerning the New FCC Network Rules," issued last week by CBS, the network gives a layman's summary of the rules followed by 12 questions and answers arising from those rules. Advertisers are told:

(1) The new rules will not jeopardize their present network programs.

(2) The rules do not "cut loose" network stations from their network affiliation; despite the stations' right to give non-exclusive options to other networks, each CBS affiliate "continues to depend on CBS for between 40 and 65 hours each week of non-commercial programs which are vital to its broadcasting schedule."

First Call Policy

(3) As permitted by the rules, all networks now give first-call on all of their programs to each of their affiliates. Labeling this policy "important," CBS states that "as long as it is maintained by all networks it means that there should be no change from your usual method of buying network facilities. It provides a protection against the ill effects of non-exclusivity rule which we had previously feared.

"The first-call policy," CBS continues, "protects the great majority of network clients from any handful of advertisers who might otherwise compel the inclusion, in their network hookups, of the most powerful stations of other networks, thus leaving available to other network advertisers inferior networks comprising only the smaller and weaker stations. It likewise protects the smaller station on one network from loss of business to the more powerful station in the same market.

Advertiser Protected

"It further protects a new advertiser on one network from finding himself blocked out of numerous key markets during choice time periods because important stations on the network of his choice had been offered and were broadcasting the programs of another network."

(4) Showing the time CBS has put under option with its affiliates [BROADCASTING, June 7], the network explains (5) that the option hours were chosen on the basis of previous demand by advertisers and (6) that while the option gives the network a right to take over time held by a local or spot advertiser, which belongs to the station, not the network, in non-option hours, "in practical operation the result may be the same [since] many of our stations have expressed the desire to continue to carry as much CBS network commercial business as possible."

(7) Advertisers will have to order time for new programs 56 days in advance of the starting dates "only if you want a guarantee that every single station on your hook-up can start with the first broadcast. Otherwise no," says CBS.

(8) Advertisers can theoretically create their own "private networks under the new rules in time not occupied by sponsored network programs, but, says CBS, "only if both the advertisers and the stations are blind to their own interests—and neither group seems at all inclined toward such blindness. . . . This process of making strong stations stronger and weak stations weaker would so impair the structure of American radio that we doubt whether the FCC, under the broad powers which it has, could allow it to proceed unchecked."

(9) Guaranteed time for local programs can be purchased from stations outside of the network's option time, if the stations will sell it on that basis.

Special Services

(10) Stations not affiliated with CBS may be added to CBS networks for clients only "provided all of the CBS affiliates which serve the area in which the non-CBS station lies are also included in the advertiser's hookup."

(11) CBS states that it expects no greater rate of turnover of station affiliations as a result of the limitation of contracts to two years.

(12) CBS emphatically declares its intention to continue its public program operations and its service to advertisers through program and sales promotion, research, merchandising and publicity, but adds that "more than ever this network service, which has helped to make American radio the finest radio in the world, will depend on the understanding cooperation of advertisers and affiliated stations."

Ready

GABRIEL HEATTER, Mutual commentator scheduled to start his two-week vacation from the air June 13, has decided to forego a holiday to be on hand to cover the reportedly imminent Allied invasion. Frank Singiser was to have substituted for Mr. Heater. Sponsors are Zonite Products, Barbasol Co., and R. B. Semler Inc.

RADIO DRAMA TOPS CROSSLEY SURVEY

DRAMATIC PROGRAMS are now the most popular, according to a study of the competitive standing of four types of programs on four major New York stations, released last week by the WOR-Crossley Personal Interview Continuing Study of Radio Listening in Greater New York.

Quiz programs, which have usually topped the list in past surveys, take second place, while dramatic shows lead with 34.5% of the listening audience, as compared with Pearl Harbor days, when they had a rating of 24.8. The question and answer programs are now rated at 33.8%, as compared to the 30.1 figure from the November-December survey in 1941.

Reversing a downward trend since this country's entrance into the war, musical programs now attract 26.7% of the audience, as against 20.9% reported for the September-October 1942 period. Women's participating programs drew 17.2% of the listeners in the March-April period, indicating an upward trend. This type of show had declined following the summer of 1942, when it hit 20.7.

NEWEST APPROACH to the roundtable quiz is heard on WOL, Washington. It is based on a finding of a *New York Times* survey disclosing that few Americans know American history. Hugh Russell Fraser, historian who conducted the survey, and Walter Compton, WOL-MBS commentator, evolved the program formula. Titled *A Date With a Date*, it features two U. S. Senators and two Representatives on each program. Two "regular" experts are Representatives Coffee (D-Wash.) and Vorys (R-O.). Show is to go on Mutual soon. Around the table are (l to r): Senator Pepper (D-Fla.), guest; Mr. Fraser; Mr. Compton; Senator Eastland (D-Miss.), guest; Rep. Coffee; Rep. Vorys. Announcer Bill Jefferay is in background.

WLW Aid Given Pharmacy Schools

Seven Scholarships Granted To Assist Drug Stores

TO HELP RELIEVE the man-power shortage in the retail drug industry and to improve conditions in the trade, seven one-year scholarships will be underwritten by WLW, Cincinnati, in each of the seven schools of pharmacy in the station's primary area.

Announcing the project, R. D. Dunville, vice-president of the Crosley Corp., explained that "WLW is making this direct effort to aid the pharmacy schools within its primary area as an inducement to worthy young persons to enter pharmacy as a career, especially those who might not otherwise have considered this career."

Citing the great need for pharmacists, particularly in small drug stores, Mr. Dunville pointed out that proprietors cannot do the merchandising job that would be possible with additional competent assistants. This situation, he said, may have contributed as much as any other factor to the diversion of drug store sales to other fields.

WLW officials feel that with sufficient study and aid given the problem, pharmacy will become more attractive as a profession as it becomes more lucrative, especially with respect to operation and ownership. During the last two years the station has been working through intensive aid to the state pharmaceutical associations in its primary area.

John E. Randolph, director of trade extension for WLW, will handle details of the grants. The program has received endorsement from the deans of the various schools. Candidates qualified to receive the scholarships are now being selected.

Quiz for Conti

A QUESTION-and-answer program on international events, featuring Charles Hodges and Alan Havrilla, news commentators of WOR-Mutual, New York, has replaced the *Treasure Hour of Song* on MBS under sponsorship of Conti Products Corp., New York. Titled *Memo for Tomorrow*, the program started June 13, in the Sunday, 10:45-11 a.m. period. Conti's former program, a Thursday half-hour at 9:30 p.m., went off the air June 3. Agency is Bermingham, Castleman & Pierce, New York.

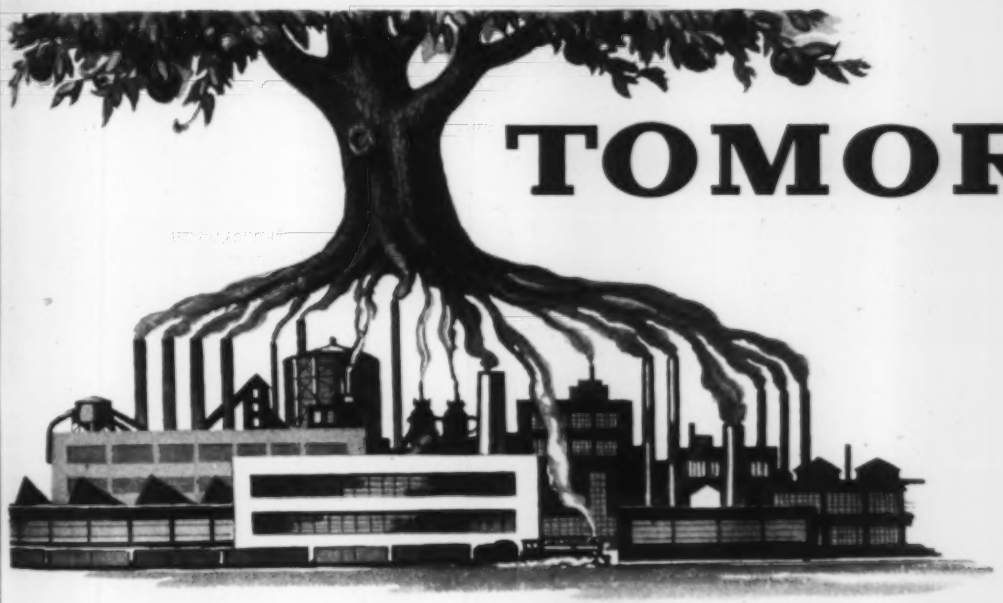
Radio Rated A-1

RADIO in the eastern gas shortage area was given an A-1 preference rating, highest non-military rating, in a revision of list of industries entitled to supplemental gasoline, ODT announced last week. Although industries rated on the list are entitled to request extra fuel to perform their duties, ODT said, applicants will have to prove that they are utilizing their transportation to the fullest extent possible [BROADCASTING June 7].

Keep it alive today

for the fruit it will bear

TOMORROW



ITS NAME is radio advertising. Its most fertile field is Detroit. Its most effective carrier is WWJ.

If you are fortunate in having something to sell today, it is easy, over WWJ, to offer it to the largest and most responsive portion of Detroit's teeming, thriving population.

If you have "nothing to sell for the duration," it is similarly easy—and comparatively inexpensive—to keep the name and merit of your product memory-fresh . . . toward the day when the bars again are down, and Detroit's peacetime greatness promises to exceed anything you have ever before witnessed.

There are more than two million people in this compact area. There are more than 550,000 factory workers here—with an estimated average weekly earning of $58.63. The per capita purchases of War Savings Bonds (backlog for tomorrow's buying era) are larger than in any other city.

And, WWJ is, by actual survey, the most listened-to radio station in this great market. Tell your story in Detroit now—over WWJ.

WWJ

America's Pioneer Broadcasting Station — First in Detroit

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

NBC BASIC NETWORK

ASSOCIATE STATION W45D—F. M.

IRE Takes Stand Against K-P Bills

Plan to Mobilize Engineers Regarded as Unnecessary

OPPOSITION to the enactment of the Kilgore-Patman bills (S-702 and HR-2100) to establish an Office of Scientific and Technical Mobilization was expressed in a resolution adopted at the June meeting of the board of directors of the Institute of Radio Engineers.

The IRE took the position that the technical resources and particularly the radio facilities of the nation are now working efficiently in the war effort and that the legislation would result in confusion.

The resolution follows in full text:

Whereas, the board of directors of The Institute of Radio Engineers is of the opinion that the scientific and technical resources of the Nation and in particular the radio personnel and facilities of the country are mobilized to a high degree and are working efficiently in the war effort: and

Whereas, it appears that enactment of the Kilgore-Patman bills (S-702, HR-2100) to mobilize the scientific and technical resources of the nation, to establish an Office of Scientific and Technical Mobilization, and for other purposes, would actually endanger the war effort by a reorganization of these resources along totally untried lines; and

Whereas, it is the opinion of the board of directors that the premises given in the declaration of policy of S-702 are unsound and not representative of the facts; and

Whereas, the enactment of these bills would establish a post-war bureaucracy inimical to the best interests of scientific and technical progress and thus also to the best interests of these United States; therefore, be it

Resolved, that the board of directors of The Institute of Radio Engineers finds no valid reason for enactment of Senate bill S-702 and House bill HR-2100 and strongly opposes such enactment because these bills if enacted will result in confusing the war effort; and furthermore be it

Resolved, that the board of directors of The Institute of Radio Engineers expresses its general opposition to any proposals which would have the effect of placing the scientific and technical personnel and facilities of the nation under government supervision and control.

BLUE Names Tomlinson

EDWARD TOMLINSON, radio commentator, author and lecturer on inter-American affairs, has been appointed BLUE's adviser and analyst on an exclusive basis, as announced by Mark Woods, president. Mr. Tomlinson, whose analyses are heard thrice weekly, on June 12 established permanent headquarters in Washington to be closer to our own State Dept. as well as to the offices of inter-American diplomats and representatives. "The reported pro-Allied revolt in Argentina," Mr. Woods said, in announcing the creation of the new post, "brings into sharper focus the vital role being played by the 'other Americas' in the United States and allied war efforts."

Weiner Quits WPB

RESIGNATION of Joseph L. Weiner, formerly chief of the WPB's office of Civilian Supply, was announced by Donald Nelson last week. Mr. Weiner, who was responsible for the "Rock Bottom Economy Plan" [BROADCASTING March 1], was superceded April 15 by Arthur Whiteside, who headed the Office of Civilian Requirements.

SPEARHEAD of U. S. Army IV Fighter Command's recent campaign for more volunteers to man its aircraft warning service, this network-station-Army quartet delivered the recruiting message from KOMO, Seattle, one stop in a two-week Pacific Coast drive. Flown by Army bomber, Sam Hayes, network commentator on vacation from his six-weekly quarter-hour newscast, sponsored by Sperry Flour Co. on NBC Pacific stations, visited every coastal filter center city during the radio and personal appearance tour. Trip was made at invitation of IV Fighter Command. Traveling campaigners (l to r) are Harold J. Bock, western press relations manager of NBC; Dick Keplinger, special events director of KOMO; Mr. Hayes; Capt. William Gerken, Army Signal Corps.

40 FM Applicants Seek Reinstatement To Keep Files Pending Before the FCC

ALL EXCEPT about 10% of the pre-war applicants for FM stations, whose applications were frozen April 27, 1942, under the blanket memorandum opinion, but who were authorized to apply for reinstatement last February, have taken advantage of the FCC's action.

FM Broadcasters Inc. last week said that FCC records showed that 40 pre-war FM applicants had sought reinstatement of their applications under the automatic proviso. The applications, under the FCC's ruling of last February, are being kept in the pending file until after the war and then will be acted upon, eliminating the need for filing of new detailed forms.

Following is the list of companies, together with standard broadcast station identity, if any, shown on the FCC records as having filed for reinstatement:

American Broadcasting Corp. of Ky., Lexington (45.1 mc.) (WLAP).
E. Anthony & Sons, New Bedford, Mass. (45.7 mc.) (WNBH).
Earle C. Anthony, Los Angeles (43.7 mc.) (KFI-KECA).
Ashland Broadcasting Co., Ashland, Ky. (46.1 mc.) (WCMI).
The Baltimore Radio Show, Baltimore (45.9 mc.) (WFBR).
Central New York Broadcasting Corp., Syracuse (46.3 mc.) (WSYR).
Columbia Broadcasting System, Boston (43.5 mc.) (WEEI).
Courier-Journal & Louisville Times Co., Louisville (45.7 mc.) (WHAS).
Debs Memorial Radio Fund, New York (48.7 mc.) (WEVD).
Evening Star Broadcasting Co., Washington, D. C. (47.1 mc.) (WMAL).
Frequency Broadcasting Corp., New York (48.7 mc.).
Globe-Democrat Publishing Co., St. Louis (44.7 mc.).
Greater New York Broadcasting Corp., New York (48.7 mc.) (WNEW).
Hawley Broadcasting Co., Reading, Pa. (46.5 mc.).
James F. Hopkins, Detroit (46.5 mc.) (WJBK).
Houston Printing Corp., Houston (46.5 mc.) (KPRC).
Indianapolis Broadcasting, Indianapolis (45.3 mc.) (WIRE).
King-Trendle Broadcasting Corp., Detroit (47.3 mc.) (WXYZ).
King-Trendle Broadcasting Corp., Grand Rapids (46.9 mc.) (WOOD).
Don Lee Broadcasting System, San Francisco, Cal. (43.5 mc.) (KFRC).
Mercer Broadcasting Co., Ewing Township, N. J. (49.9 mc.).
National Broadcasting Co., New York (45.1 mc.) (WEAF).
News Syndicate Co., New York (47.9 mc.).
New Jersey Broadcasting Corp., Newark (49.1 mc.) (WHOM).
Oak Park Realty & Amusement Co., Chicago (47.9 mc.).
The Outlet Co., Providence (48.5 mc.) (WJAR).
Piedmont Publishing Co., Winston-Salem (46.7 mc.) (WSJS).
The Pulitzer Publishing Co., St. Louis (45.5 mc.) (KSD).
Radio Voice of New Hampshire, Manchester, N. H. (43.5 mc.) (WMUR).
Rockford Broadcasters, Rockford, Ill. (45.1 mc.) (WROK).
St. Louis University, St. Louis (45.1 mc) (WEW).
Star-Times Publishing Co., St. Louis (44.7 mc.) (KXOK).
The Sun Company of San Bernardino, San Bernardino, Cal. (44.1 mc.).
United Broadcasting Co., Cleveland (48.5 mc.) (WHK-WCLE).
WBNX Broadcasting Co., New York (48.3 mc.) (WBNX).
WDAS Broadcasting Station, Philadelphia (47.7 mc.) (WDAS).
WJJD, Inc., Chicago (44.7 mc.) (WJJD).
WJR, The Goodwill Station, Detroit (45.3 mc.) (WJR).
WMCA, Inc., New York (48.3 mc.) (WMCA).
WOKO, Inc., Albany, N. Y. (45.1 mc.) (WOKO).

Other construction permit authorizations outstanding for FM stations not yet on the air are: W73I, Indianapolis; W95NJ, Jersey City (WAAT); W55NY, New York City; W61LA, Los Angeles; K47SL, Salt Lake City (KSL); and W83C, Chicago (WHFC).

Applications for FM licenses also have been filed by Dr. Edwin H. Armstrong, FM inventor, and Westinghouse Radio Stations, to use equipment formerly licensed to high frequency experimental broadcast stations W2XMN, Alpine, N. J., and W1XSN, East Springfield, Mass. Call letters requested are W31NY for the Armstrong station and W81SP for the Westinghouse outlet.

HEALTH MESSAGES AIRED BY LYSOL

REPEATING its timely radio health warnings in the Midwest's receding flood area last week, Lehn & Fink Products Corp., New York, placed 100-word announcements on stations in the affected region, urging the use of Lysol disinfectant. The company placed a similar campaign in June 1942 in Eastern Pennsylvania, its agency, Lennen & Mitchell, New York, preparing the copy and rushing through the schedule less than an hour and a half after it received the "go-ahead" from Lehn & Fink [BROADCASTING, June 1, 1942].

In the recent flood emergency, Lysol announcements were broadcast at frequent intervals during the day, warning householders to destroy bacteria as the receding flood waters left germ-breeding mud in their wake. Stations used were WMBD, Peoria; KFPW, Ft. Smith, Ark.; WKMO, Kokomo, Ind.; WBOW, Terre Haute; WOWO, Ft. Wayne; KMOX, St. Louis; KFVS, Cape Girardeau, Mo.; WKRO, Cairo, Ill.; KVOO, Tulsa, and KLRA, Little Rock. Lysol salesmen in the area also distributed handbills warning of epidemics and made sure local retailers were well supplied with Lysol disinfectant.

Stations Assist

With flood waters almost receded in the six-state disaster area, reports have been received about the part played as flood information centers by two stations in Missouri and Illinois.

KXOK, St. Louis, recently completed its comprehensive coverage of flood conditions in the St. Charles section. Harry K. Renfro, news editor, in cooperation with the U. S. Coast Guard, broadcast direct from the scene of catastrophe, and with Engineer Al Gordon used recording and remote equipment to broadcast the news and to help in the evacuation of families. News commentator Virginia Davis flew over the region in a civil air patrol plane to broadcast her impressions of the flood on KXOK.

At Jacksonville, Ill., WLDS, at the request of the governor, mayor and local Red Cross disaster committee, gave hourly river stage announcements and announced the procedure for orderly withdrawal from flood-threatened Beardstown and later return to the city. The station helped find homes for evacuated persons and helped to reunite separated families. To report the news accurately, E. J. Korsmeyer and Edgar Parvin toured the flood area and the station arranged a series of interviews with levee workers and evacuees.

Freed Hails FM

CITING the growth of FM as a "perfect example of the free enterprise that is part of the foundation of the United States," Arthur Freed, vice-president of Freed-Eisemann Radio Co., in a recent letter to radio dealers, urged them to "carry on the FM consumer education job for the duration, while manufacturers are concentrating exclusively on war production.

XUM

WNEW Sells Radio a la Carte*

WNEW has a program menu that's 24 hours long, and as varied as pot-luck at the Colony. We're well aware, as some one said, that "One man's meat is another man's *poisson.*" So, whatever the product, we have a program that will sell it — made right here on the premises.

We're experts in New York taste — its purse and its palate — and our menu is printed in plain New Yorkese . . . That's why WNEW's audience is larger than *some* New York stations *all* of the time and *all* New York stations *some* of the time — network and local.

Recommended to advertisers and agencies this month: The No. 1 all-night show, "The Milkman's Matinee," 1:00 to 7:00 A.M. — and "The Swing-Billies", 9:00 to 10:00 A.M.

* *At table d'hote prices.*

WNEW

501 MADISON AVENUE · NEW YORK, N. Y.

Serving New York and New Jersey Twenty-Four Hours a Day

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY

GRIMES SEES FAST GROWTH OF VIDEO

ALREADY as advanced as radio was in 1927, television will develop into one of the great industries of the post-war period, it was predicted by David Grimes, vice-president in charge of engineering for Philco Corp., in an address June 7 before the New York Institute of Finance.

Mr. Grimes foresees rapid expansion of existing facilities immediately after the war and development of television networks to make programs available over wide areas. Growth will be facilitated by research speeded to meet emergency war needs, he said.

"The next big job," Mr. Grimes declared, "will be to develop radio links so that television programs can be 'beamed' through the air from city to city and thus make the nation's outstanding entertainment and news events available for people to see in their own homes." With the principles of successful link operation already established, he pointed out, all that remains is to extend present facilities to additional areas.

Describing Philco's contributions to television, Mr. Grimes cited the emphasis on a greater number of lines in television pictures to provide greater sharpness and clarity and the development of alternate carrier synchronization as among the most important.

Baseball to Latins

INSISTENT demand for baseball scores from Latin American sports fans has prompted NBC's international division to start a nightly quarter-hour in Spanish, during which Eli (Buck) Canel reads the latest scores and reenacts some of the day's outstanding plays. Program is broadcast 7:45-8 p.m. on WNBI, WBOS, WGEO, WGEA and WRUL. Canel also devotes a minute to baseball news in English for troops in the Caribbean area.

NAB Gives Views On Congress Bills

White-Wheeler Plan Favored; Federal Subsidy Opposed

TWO RESOLUTIONS—one endorsing legislation at this session of Congress along the lines of the White-Wheeler bill to safeguard freedom of radio and the other expressing opposition to any form of Government subsidy for advertising, but urging no discrimination between the press and radio—were adopted by the NAB board of directors June 3-4 at its extraordinary session in Washington.

The industry small station committee was instructed by the board to determine what class or classes of stations should receive advertising under the Bankhead bill (S-1073), now pending, which provides for Government expenditure of 25-30 million dollars for advertising in newspapers, not less than half of which would be in small publications.

The full texts of the resolutions follow:

White-Wheeler Bill

The Board of Directors of the NAB unanimously endorses the statement issued by its special committee in Washington, D. C., on May 10, 1943, especially the conclusion therein stated that the Supreme Court decision of May 10 gravely jeopardizes the maintenance of a free radio in America.

In furtherance of its position, the board points out that the success of any broadcasting station has depended upon the degree to which it served the will and wishes of its listening public in the character and content of its programs. Management has therefore been extremely sensitive to the expressed wishes of its public.

The Supreme Court decision says "It (the law) puts upon the Commission the burden of determining the composition of that traffic." Thus the determination of the character and content of programs is transferred to a single Federal appointed agency, remote from the people.

This power to determine what shall be the character and content of radio programs, by its mere existence and not necessarily by its exercise, constitutes an abridgement of the right of free speech guaranteed under the First Amendment.

It is obviously the responsibility of the Congress to review the present law in the light of the Supreme Court decision and to enact legislation under which the functions and powers of the Government regulatory agency are delimited and clear; and the right of the American people to collaborate with stations in determining the broadcast needs of their community, state and nation is restored.

Bankhead Bill

Whereas, the broadcasting industry through the NAB has opposed the acceptance of Government funds for advertising or the acceptance of Government loans or subsidy in any form, and;

Whereas, there is before Congress today proposed legislation which provides for the expenditure of Government funds for advertising in newspapers,

Now, therefore, be it resolved, that the board of directors of the NAB reaffirms its former actions but does not take the position that if Congress contemplates such legislation every effort should be made to see that there be no discrimination as between the press and radio or any other media of communications and,

Be it further resolved that the board of directors direct its small station committee to determine what class or classes of stations should receive such advertising and take such other action as may be necessary to carry out the provisions of this resolution.

Omega Continues

OMEGA CHEMICAL Co., Jersey City, is continuing its advertising through the summer for the first time in a number of years. Omega Oil is ordinarily promoted in the fall and winter, as in the past season, when four stations were used in the October to April period. The summer campaign advocates the liniment for war workers unused to manual labor, and for sore muscles resulting from strenuous week-ends. Summer schedule, which continues till mid-October, started June 7 on KMBC, Kansas City, and may extend to other stations. Agency is Cecil & Presbrey, New York.

PROVING that advertisers consider WSIX an outstanding buy in radio, this station has increased its sale of program time 161 per cent within the past ten months.

Advertisers, both local and national, are taking advantage of the opportunity presented by WSIX to cover adequately, at reasonable cost, the booming Nashville trade area.

For rates and availabilities, contact the station or Spot Sales, Inc., National Representatives.

Member Station, the Blue Network and Mutual Broadcasting System

5000 WATTS

WSIX "The Voice of Nashville" NASHVILLE, TENN.

980 KILOCYCLES

He knew too much about the Japs!

For fourteen years, W. R. Wills was Tokyo correspondent for CBS and editor of the anti-Axis paper, "Japan News Week." Came Pearl Harbor and Wills was arrested, falsely charged with espionage, thrown into jail. *He knew too much!*

When prisoners were exchanged, Wills came home on the Gripsholm... home to St. Louis and, of course, to KMOX. Now Mid-America listens to KMOX every morning at eight to hear Wills report, digest and analyze the news (sponsored six days a week by Ward Baking, through J. Walter Thompson).

Such service is the part of the KMOX tradition. The KMOX news room is one of the most complete in radio. The KMOX Downtown News Post is always a popular center for news-hungry St. Louisans. Pouring into the news room and to this News Post are the world-wide news reports from CBS (which TIME calls, "the most adult news gathering organization in radio"), the complete services of both the major news associations and the 'phoned-in reports of a local staff of top-flight reporters.

The way KMOX handles news is the way KMOX handles music. And drama. And comedy. It's polished, sure-footed, professional KMOX-radio, 24 hours a day. It's what has made KMOX *The Voice of St. Louis* and of over 800,000 radio families throughout Mid-America.

COLUMBIA OWNED
KMOX
The voice of
ST. LOUIS
50,000 watts
CBS

Represented by Radio Sales, the SPOT Broadcasting Division of CBS.

'Info' Honored

IN RECOGNITION of its "high standards of good taste", and for its entertainment and educational qualities, NBC's *Information Please* has been selected to receive the 1943 Father's Day Radio Award by the National Father's Day Committee. Medal is to be presented to Dan Golenpaul, owner and producer of the show, during the June 14 broadcast. Program is also cited for its War Bond sales records, and because its principals, Clifton Fadiman, Franklin P. Adams, John Kieran and Oscar Levant are "exemplary American fathers". H. J. Heinz Co., Pittsburgh, is the sponsor.

Purely PROGRAMS

VARIETY is format for a weekly program on WMCA, New York, for the purpose of recruiting volunteers for the New York City Auxiliary Aircraft Warning Service. Series starts with a mass induction of recruits from the studio audience. Volunteers will be solicited by phone and mail, with guest stars handling the requests. Program title is *Wings for Women.*

WORKED OUT by Paul Elliott, account executive of KSO, Des Moines, and Joseph Chamberlain of Chamberlain-Kirk & Co., Des Moines real estate firm, *Radio House Market* is a program based on the previous day's visit of the narrator to a selected house where a salesman "sells" it to him. The show, interspersed with modern music, is at 8:45-9 a.m. Monday, Wednesday and Friday.

WFDF FLINT MICHIGAN

Mr. Erich Brandeis
Promotion Director
International News Service
235 East 45th Street
New York, New York

Dear Mr. Brandeis:

Having had the pleasure of receiving service from INS for the past three years we think it is about time that WFDF expressed its appreciation to INS for the splendid cooperation and excellent service we have been enjoying.

WFDF first got into the business of broadcasting news back in 1933, when the first radio news services were created and I believe that the fact that we are now exclusively using INS speaks louder than anything that I can say.

Your service excels particularly in the splendid Michigan coverage and the lively relationship that exists between the WFDF News Bureau and your Detroit staff.

In all of our relationships INS has been tactful, ethical, and generally on-its-toes.

Cordially yours,
Howard Loeb
Managing Director
Radio Station WFDF

HMLoeb
mc

Thank You, Mr. Loeb

INS

Where From?

WOV, New York, will expand its six hours of English language programs, 6 p.m. to midnight, with the addition of an early morning program of recorded music, with Peggy Lloyd as m.c., 7-8 a.m., Monday through Saturday. Employes of the station are participating in a contest for the best title for the program, which starts June 14. Another new series, *Names Mean Something*, invites listeners to submit letters giving the derivations of names. Cash prizes go to those whose entries are read on the air.

* * *

Stamp Man

PROMPTED by *Life's* description of stamp collecting as "the most widespread hobby of all," and by the disclosure of New York welfare officials that it is the favorite pastime of school children, WLIB, Brooklyn, has started a weekly series titled *Walter Kaner—The Stamp Man.* Mr. Kaner, publicity director of the station, presents the stories behind the pictures on stamps, interviews famous collectors, and airs the latest stamp news.

* * *

Artists' Recitals

AMBITIOUS artists who hitherto have not received recognition in the field of music, will be given an opportunity to display talents during a series of recitals on WTMJ and W55M, Milwaukee. Staged in cooperation with the Wisconsin Federation of Music Clubs, series of 26 concerts is scheduled for starting in early December. Warren E. Mead, production manager of the stations, is cooperating with the WFMC steering committee in completing details.

* * *

Home Front Morale

FOR OUTSTANDING contribution to the war effort on the home front, Z-Bar Network in Montana awards a "Radio Badge of Merit" daily to a candidate nominated by listeners. Nominees, selected on basis of war work outside their regular employment, are given silver medals and interviewed on program. A $5 award is also given listener sending in letter of nomination.

* * *

Peep Show

A PEEP at its talent and personnel is given WLW listeners through a new program titled *Let's Visit,* a regular Sunday feature written by Douglas Mussinon. Frazier Thomas takes listeners behind the scenes at the studio for an informal question and answer session with one of the WLW performers.

* * *

This Is How

LISTENERS are invited to send in tips on wartime housekeeping and conservation to *This Is How,* on WLIB, Brooklyn. The sponsor pays $2 to each housewife whose suggestion is used on the program. Sponsor is Michaels & Co., Brooklyn furniture store.

* * *

For Bravery

DRAMATIZING the event in the lives of Americans which won them decorations, a new Sunday night quarter-hour series, *Decoration for Bravery,* has been started on KMTR, Hollywood. Mort Wragge handles production.

We Have The Biggest ASPIDISTRA In The World!

For Proof See
TIME MAGAZINE
May 31st-Page 82

5000 on 580 **WCHS** CBS Affiliate

John A. Kennedy, President *Howard L. Chernoff, Managing Director*

Charleston, West Virginia

represented by the BRANHAM COMPANY

The Service Airea of

WIS

(5000 Watts • 560 KC • NBC)

at Columbia, S.C.

gives you

MORE

RADIO HOMES

than

LOUISVILLE (127,000 against 79,000)

or

ATLANTA (127,000 against 63,000)

or

MEMPHIS (127,000 against 61,000)

or

BIRMINGHAM (127,000 against 58,000)

or

RICHMOND (127,000 against 45,000)

or

NEW ORLEANS (127,000 against 103,000)

—or than Rochester (88,000)

or Denver (91,000),

so far as that's concerned!

GET ALL THE FACTS! WRITE WIS

OR ASK

FREE & PETERS, INC.

Exclusive National Representatives

War Aid Rated In OWI's Guide

Program Priorities Suggested By Philadelphia Office

A REGIONAL RADIO Priority Guide, covering radio placements longer than spot announcements by all Federal agencies, the American Red Cross and Council of Defense, is being tested in the Philadelphia Region by the Office of War Information.

For the purpose of investigation, the new plan is being tested by the radio stations in Philadelphia territory, and if successful may be made available to OWI regional offices throughout the country.

Programs Rated

Howard Browning, regional director of the OWI in Philadelphia, and Stanley Broughton Tall, regional radio director, in announcing the Guide, said that since many stations wish to devote time over and above that consumed by the basic OWI plan, the stations "might like to know our opinion of the relative importance of the various government campaigns being carried on at the moment.

"We have tackled the problem very much as we tackled our first experiments with the spot announcement packet," said Mr. Browning and Mr. Tall. "Every government agency has been consulted and asked to submit for rating all campaigns for which it desired radio time during June. Each campaign has been weighed in terms of its importance to the war, the resistance it faces, the number of persons it affects, the support previously given it, and its timeliness."

While there is nothing mandatory about the Guide, the OWI feels that best contributions can be made by the stations by following the Guide as closely as possible—first care being given to those programs classified as "Essential," then allowing time for the "Important" programs, and finally to the "Useful" ones.

Many subjects are recommended only for certain districts. A handful of subjects are refused clearance. This has been done after consultation with the War Manpower Commission, whose duty it is to balance the many demands for man and womanpower. Some important subjects which can be adequately handled in the spot announcement packet are omitted from this list. However, some subjects covered by the Guide will also be handled in the Regional Spot Announcement Packet.

The Guide, which is wholly voluntary, also has the approval of Dr. Leon Levy, president of WCAU, Philadelphia, who is the regional radio consultant for the industry in the Philadelphia area. In a supplementary memorandum to all stations in the district, Dr. Levy urged that they adopt the Priority Guide, stating: "If you are going to give time for the war, you want to give it where it will do the most good—certainly not where it will be wasted or do harm."

UNEXPECTED REUNION of visiting KSL, Salt Lake City, executive and his brother, now serving with U. S. Army, occurred at CBS Hollywood headquarters recently, with the network West Coast stations relations executive appropriately enough engineering the event. Trio (l to r) are Corp. Keith Glade; Ed Buckalew, CBS Western field manager of stations relations, and Earle Glade Jr., continuity editor of KSL, who was conferring with network officials.

Livinia Schwartz Gets OWI Post in Chicago

LIVINIA S. SCHWARTZ, director of public service programs for WBBM, Chicago, and CBS in the midwest, has been appointed assistant deputy chief of the OWI Radio Bureau, Chicago regional office, Don Stauffer, OWI Radio Chief, announced last week. In making the appointment, Mr. Stauffer said Miss Schwartz had been doing effective work for OWI in her CBS job.

Miss Schwartz had been with WBBM since 1938, and is known for her accomplishments in social welfare groups and the School Broadcast Conference. She has been public service consultant for the OCD 6th Civilian Defense Region.

WLB Issues Suggestions On Wage Determinations

SUGGESTIONS for determining area wage rate brackets, and applying them in adjusting wages "to the minimum of the going wage bracket" were sent by the War Labor Board to its regional offices last week. The bracket will be the range of wages, from minimum to maximum for a given occupation in a given market.

According to WLB instructions, raises in so-called "substandard cases" are not to exceed the minimum figure in a bracket, and in correcting gross inequalities adjustments above the minimum will be made only in rare cases. In voluntary wage adjustment cases, regional boards may give approval up to the minimum rate. Firms will be expected to produce evidence that they comply with War Manpower Commission regulations governing recruiting, training and utilization of labor and work the minimum wartime work-week.

The entire Pacific Coast is less than 25 miles away

The Pacific Coast is more than 1,100 miles long; it's big . . . sprawling . . . mountainous. Over 2,886,330 radio homes are located in cities surrounded by mountains. If you want to reach all of these people by radio, you have to release your message close to the markets, for the mountains (5,000 to 15,000 feet high) make long-range broadcasting unreliable. More than 9 out of every 10 radio families on the Pacific Coast live *within* 25 miles of a Don Lee station. *Only* Don Lee broadcasts from *within* the markets. *Only* Don Lee has *enough* stations (33) to *completely* cover the vast Pacific Coast. If your message is important enough for *all* the radio families on the Pacific Coast to hear, use the *only* network with *enough* stations to do the job . . . Don Lee.

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres., General Mgr.*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

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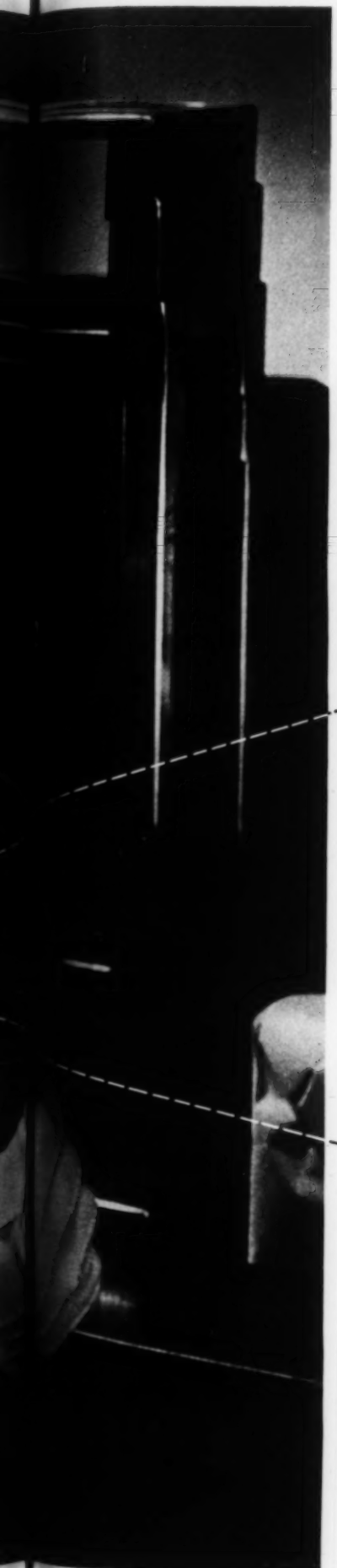
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK

.50
CASH



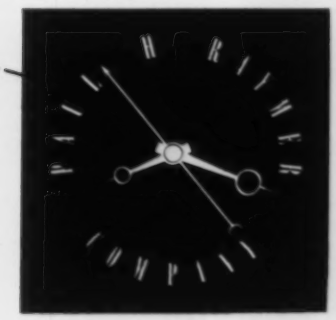
Not until THIS happens . . .

Not until your product moves across the counter has spot radio—or any other advertising—done its job.

Selling spot radio is—to us—far more than just quoting minute availabilities.

Our interest starts with the color of the label and the name on the package—and follows through until the goods roll over the counter.

During the last ten years this policy has won the confidence and trust of agency men and advertisers.



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NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

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First Easy Lesson

THIS WEEK (June 15) the FCC's network regulations become effective. The public won't notice the difference. Network schedules will remain about the same. Top-rated programs will be keyed from the same studios and heard over the same wavelengths. Advertisers will be paying the same rates; talent will draw those fancy figures.

So, people ask: "What's all the shooting about?"

It's hard for broadcasters to give a quick answer. Radio functions by split seconds. But the story of the Supreme Court's new radio philosophy and its effect upon the freedoms can't be told that fast. Till now radio didn't know how to tell it; the industry's public relations have been bad.

June 15 deserves a spot on radio's calendar as a day for sackcloth and ashes, marking the loss of its freedom. The Supreme Court opinion gives the FCC the right to regulate network broadcasting in a manner never contemplated by Congress. But infinitely more important it gives the FCC control over the "composition of the traffic" over the air. That purely and simply means control over programs. The FCC hasn't yet invoked that authority. The network regulations are the first easy lesson.

Why has all this developed when there hasn't been a murmur of complaint from the people who, after all, are those to be served? What has been radio's failing? It has the loudest and most enticing voice ever devised by man. It has sold the war effort, culture, religion, entertainment, enlightenment, Government, politicians, bonds, fats, scrap metal drives, peace and the whole range of commodities and services. But it has never sold itself.

Politicians with axes to grind and bureaucrats grabbing for control of this most powerful and effective of media shriek about the "radio monopolies" and about an industry rolling in wealth. One good-sized department store on Main Street in any good market will do more in turnover than any of the networks. Sears-Roebuck, or perhaps Macy's, will top the whole group combined.

The politicians howl in terms of Radio City, with its multi-floored studios, marble halls, escalators, rubber-neck tours and uniformed guides, as monuments to radio's suddenly acquired wealth. Untold is the fact that Radio City is a Rockefeller real estate development, that the networks simply are relatively small rent-paying tenants, who have sold Radio City, but not themselves. All down the line people are led to believe that a station license is a key to the mint. Even the FCC personnel believe and resent it.

What they don't realize is that radio didn't just develop fullbloom overnight; that it took sweat and toil and plant investment and foresight and gamble and losses to start in business. Latterly, too, it may have taken some political pressure, but that's boomeranging.

They don't realize that radio is the most hazardous business extant; that stations hang on the slender thread of license renewal at two-year intervals; that they live by the whim and caprice of an agency of seven men, any four of whom exercise control. Under the Frankfurter opinion those four men can do anything at will, provided a hearing is accorded. They have but to say that "a larger and more effective use of radio" will accrue in the public interest in decapitating a station, whatever the reason.

All this has happened while Congress, charged with the responsibility of carrying out the will of the people, has stood by. For 16 years Congress hasn't acted on any substantive change in the radio law. Compare radio of 1927 with radio today!

Meanwhile, the executive and judicial branches have moved in. They have legislated where Congress has failed to act. The legislative power, under democratic precepts, belongs to Congress alone. So let those who seem to have an abiding faith in our administrative processes continue to take time by the forelock. They have but to look at a succession of broken promises to learn that nothing happens in Congress unless there is the incentive, the inspiration, and the will.

Radio must have a national policy. It has the commando job at this stage, for all the media of expression. The newspapers, not yet directly attacked but next in line, should heed the warning. Control of "Composition of the traffic," by Government fiat, is not an idle phrase restricted to radio. Newspapers carry traffic, too. So do the other media.

Radio can't have its national policy until the legislative pattern is set. The time is now; the place Washington; the industry on the firing line—radio.

. . . And More

UNMATCHED by any of our enemies or allies was the audience of 100 million citizens whom the Government could *count* on to turn to their radios—not just *hope* that they would.

This valuable weapon Uncle Sam didn't have to build, says Young & Rubicam in an institutional advertisement, for it had been built over the course of years by American business. Moreover, it could not be duplicated quickly, no matter how much money was spent.

Today, Young & Rubicam reminds, "the Government *knows* that 25 to 30 million people will listen to Fibber McGee & Molly—20 to 25 million to Lux Radio Theater—23 to 25 million to Jack Benny—and so on down the list." After listing some of its own client efforts on behalf of Uncle Sam, Young & Rubicam says that sponsors, agencies, stations and all connected with radio are ready to do whatever is required—and more.

That "one weapon" was built by a private, free, competitive broadcasting industry. Its programs didn't have to get ratings or build audience—they had them. Could it have happened anywhere else in the world?

Clean Hands

WHERE'S Jimmy Petrillo these days?

Chicago's gift to the I-don't-give-a-damn about-the-public brand of labor leadership lately hasn't been very much in the public eye. But his ukases against this and bans against that continue, with the 10-month-old strike against records and transcriptions still in force.

Though there hasn't been any fuss about it, Jimmy recently served notice that no Government agency won't be allowed to make public service transcriptions available for local sponsorship, that an educational program using music over an FM station is out, and that certain sustaining recordings for international shortwave stations to be beamed to troops overseas are taboo.

On the record, however, is a neat bit of handling by Dick Shafto, clear-thinking boss of WIS, Columbia, S. C. The other day his station was invited to pitch in on the second coast-to-coast scrap record drive during July as have all stations. A letter from Bob Hope, the comedian, as president of Records for Our Fighting Men Inc., may not seem very funny to Bob now.

Mr. Shafto noted that on the RFOFMI letterhead are listed some 60 show-business personalities, most of them bandleaders and recording artists, who haven't recorded a note since Jimmy waved his czarist baton last August. The RFOFMI campaign is for collection of old phonograph records to be sold for cash with the returns used for new records for the armed forces.

"It would be interesting to know," wrote the WIS manager to Mr. Hope, "whether any of these members (of AFM) have raised a voice against the recording ban edict of James Petrillo which is preventing our men overseas from getting 'many more new records.' Until and until such protest is heard, I cannot regard your group as coming to the broadcasters with clean hands when you request our cooperation to relieve a deplorable situation of your own creation."

Dick, we think, has a point.

We Pay Our Respects To —

WARREN PYATT WILLIAMSON JR.

HENRY FORD never knew it, but in the creation of a horseless carriage for the average pocketbook, he was setting within easy reach of a dreamy-eyed boy not a *fait accompli*, but a spark. The boy, Warren P. Williamson Jr., now president and general manager of WKBN, CBS affiliate in his native Youngstown, O., took Mr. Ford's spark—the spark-coil from the Ford car, and with a conglomeration of junk, galena, catwhiskers, and rubber bands under the vibrator, actually concocted a "wireless" transmitter that produced a musical tone.

The thrill of producing a mechanism that would send soundwaves through the skies was superseded in the mind of 13-year-old Warren only by the uncanny event which even today remains as the greatest thrill of his life. For, whether by design or accident, Warren contacted a fellow "ham" operator fiddling with another set clear at the other end of town! Back in 1913 that was quite an achievement, particularly for a 13-year-old youngster.

The urge to dabble with jallopies came natural to Bill, for his father was in the carriage business in Youngstown and in the early 00's developed a one-cylinder horseless model. Later he went into banking and real estate and Warren likes to recall how his father scoffed at his plaything of coils and gadgets. The elder Williamson is treasurer of WKBN Broadcasting Corp. but acts only in an advisory capacity. Bill's great grandfather had settled in Youngstown in 1790, entering the town by ox-cart.

Of course, ever since that summer's experimentation, it was a foregone conclusion that young Bill was headed for a career in radio. The makeshift transmitter turned out to be the first step in the solidly-built career of a sincere and progressive broadcaster.

Bill proceeded to build and operate wireless station 8KT in Youngstown—disbanded during World War I but later reconstructed in a downtown Youngstown office building to provide emergency communication between a steel mill and its downtown offices when labor difficulties resulted in the burning of a large part of East Youngstown, now Campbell, O.

The fascinating thing called radio stayed in Bill's blood and through the remaining high school years he pursued his interest, eventually traveling to Chicago where he passed the Government exam for "first" commercial operator's license in the summer of 1918.

In September of that year the Intelligence Division of the Army enlisted his special qualifications for duty on the Mexican Border. Honorably discharged a year-and-a-half later as a master signal electrician he envisioned the future opportunities in radio and increased his knowledge through further study at the Universities of Michigan and Wisconsin.

Out of college, Bill went to work for Republic Iron and Steel in Youngstown, learning the basic industry that today comprises the major market for the station of which he is president. Not once during the three years he was learning the steel industry did Bill neglect his interest in radio, continuing to operate his amateur station, now 8AXJ.

Because commercial radio in a city under 200,000 wasn't profitable in the early 20's Williamson did the next best thing and organized a radio electrical service company, combining radio service with the distribution of radios and other electrical equipment throughout Eastern Ohio and Western Pennsylvania. By 1926, however, Youngstown seemed ready for its own station and Williamson wasted no time in securing a Federal license authorizing WKBN with a power of 7½ watts.

In 1929, the station, now grown to 500 watts, joined CBS and a year later Bill dropped all outside business connections to devote full-time to the operation of the station. Following a well-planned program since that date, Bill patiently nursed the station over the years into the enviable position it holds in Eastern Ohio and Western Pennsylvania today—5,000 w. fulltime on 570 kc.

"If it's worth doing at all, it's worth doing well." This is Warren Williamson's creed and in the operation of the radio voice for his community Williamson has persistently followed that belief to the point where little time was left him for other than station development.

Outside of the office, however, in addition to his home and family, Bill Williamson's special hobby is candid photography. Prior to the War he used to get a kick out of driving his Ford Mercury, a far cry from the rattletrap Ford which provided that original "spark" in starting a long career in radio broadcasting.

Bill is a past president of the Ohio Assn. of Broadcasters, a member of the Youngstown Board of Education, a 32d degree Mason, a Shriner, a member of the Elks and of many business associations in Eastern Ohio.

He is married to the former Isabel DeNio. They have two children, Barbara, 18, and Warren P. Williamson III, 13.

Personal NOTES

EDGAR KOBAK, executive vice-president of the BLUE, recently gave a dinner in Chicago for all members of the network's central division. The gathering was similar to other informal employe dinners and was the first of its kind for Chicago personnel.

ARTHUR SIMON, general manager of WPEN, Philadelphia, is recuperating at the Park East Hospital, New York, following an operation.

C. P. JAEGER, in charge of BLUE commercial division, New York, returns to his headquarters in mid-June following several weeks' conferences with West Coast network executives.

L. C. SCHOENWALD, vice-president in charge of sales of Encyclopaedia Britannica Inc. has been made a director of Muzak Corp., while retaining his connection with Encyclopaedia Britannica.

BILL MALONE is the new sales promotion director of WOWO-WGL, Fort Wayne, succeeding Jack O'Mara. Mr. Malone has been assistant to Mr. O'Mara since leaving the sales promotion department of a Cincinnati station.

HOWARD L. EMICH has resigned as Indiana-Kentucky radio manager of United Press to join the news and sports department of WBBM, Chicago. Emich was active in newspaper and radio work in Illinois and Wisconsin before joining U. P.

WMAL Staff Changes

AL BLAND, morning m. c. of WMAL, Washington, has returned to WCKY, Cincinnati, where he will handle his morning series and serve as director of publicity and promotion. Inability to find a house led him to give up his WMAL post, according to WMAL. Norman Brokenshire, veteran announcer, takes his place, coming from WWDC, Washington. Sam Booth, of the WMAL sales staff, has been commissioned an ensign in the Navy. Charles Tappy, of the Washington *Post*, replaces him. Peggy Eck, from the press section of the Board of Economic Warfare, and Virginia Henke, of the Columbia School of Journalism, have joined the WMAL news staff. Bryson Rash recently was appointed director of special events and public affairs for WMAL as well as for the BLUE network in Washington.

JOAN WHITNEY, who left the BLUE sales staff last January, to join the WAACs, has received a commission as third officer, the equivalent of second lieutenant in the Army.

JOHN COWDEN of the CBS Station Relations Department, who has been in charge of promotion for the department for two years, was inducted in the Army last week.

LUNSFORD P. YANDELL, on leave of absence from the BLUE since August to do Red Cross work in Great Britain, has returned to his post as vice-president of the network. He will take a brief vacation before resuming his duties. Mr. Yandell assisted Harvey D. Gibson, Red Cross Commissioner to Great Britain, in the establishment of facilities for U. S. servicemen in England.

DORIS NEUBRAUER, former assistant advertising manager of the Lindner Co., Cleveland, has been named publicity director for WHK-WCLE, Cleveland.

CARL NIELSEN, account executive of KJBS, San Fancisco, is the father of a girl born May 28.

JOHN W. ELWOOD, general manager of KPO, San Francisco, has been elected to the board of directors of the San Francisco Adv. Club.

ALICE SMITH and Sylvia McCracken have joined the sales department of KSTP, Minneapolis-St. Paul.

G. A. RICHARDS, president of KMPC, Beverly Hills, Cal., has returned to his West Coast headquarters after six weeks of conferences with executives of WJR, Detroit, and WGAR, Cleveland, which he also heads.

ELBURN PARR, sales manager of CKBI, Prince Albert, Sask., has left the station to go into aviation war work.

HAROLD ESSEX, managing director of WSJS, Winston-Salem, N. C., last week was reelected to the office of "Tailtwister" of the Winston-Salem Lions Club. Essex has also been appointed chairman of the publicity committee for the North Carolina State Convention of Lions Clubs, meeting in Winston-Salem the end of this month.

VIC LUND, manager of WAOV, Vincennes, Ind., has been appointed director of publicity for the local OPA.

EDWARD TOMLINSON, advisor on Inter-American Affairs for the BLUE, is the author of a book on Latin American nations, to be released by Charles Scribner's Sons, New York, June 14. Book is titled *The Other Americans*.

Does WENR produce results?

Let an advertiser tell you...

PRESBA, FELLERS & PRESBA
Advertising — Merchandising
360 NORTH MICHIGAN AVENUE
TELEPHONE CENTRAL 7000
CHICAGO, ILLINOIS

April 9, 1943

Miss Beulah Karney
Radio Station -- WENR
Merchandise Mart
Chicago, Illinois

Dear Beulah:

Today I sent through a renewal contract for our client, The Book House For Children, on your program.

This renewal covers another thirteen weeks period of broadcasting following our initial run of thirteen weeks. As you well know, we would not be continuing our sponsorship of your program for our client unless it had produced satisfactory returns. It is gratifying to me to find that at last, after numerous attempts to make radio pay out in Chicago, that we have found a program that has made our advertising efforts profitable.

In behalf of our client, The Book House For Children, may I extend my warmest thanks for the manner in which you have worked with us to assure our continued success over your program?

Cordially yours,

PRESBA, FELLERS & PRESBA

(EXCERPT)
"As you well know, we would not be continuing our sponsorship of your program for our client unless it had produced satisfactory returns. It is gratifying to me to find that at last, after numerous attempts to make radio pay out in Chicago, we have found a program that has made our advertising efforts profitable."
(Signed) Will B. Presba, Vice President,
Presba, Fellers & Presba

BEULAH KARNEY, nationally-known home economist, helps homemakers solve many wartime problems. Her newsy, informative program is aired daily over WENR and has a great and loyal following in Chicago and the Midwest. It is available on a participating sponsorship basis at a low cost.

WENR

50,000 WATTS
A CLEAR CHANNEL STATION
890 KILOCYCLES

Owned and Operated by the Blue Network Company
Represented Nationally by Blue Spot Sales
New York Chicago San Francisco Hollywood Detroit

BEHIND the MIKE

G. P. TOMPKINS, statistician in the radio and technical fields, has joined CBS as report analyst in the research department. Earl Steele, former announcer for WTAG, Worcester, has been added to the network's announcing staff. New member of the shortwave news department is George Gerard, whose duties include French writing, translating and announcing.

WILLIAM F. CARLEY, director of promotion and news of WINS, New York, has taken added duties as head of press and public relations. His new title is director of publicity, promotion and news. Publicity has been handled until recently by Dolly De Milhau, who has left the station.

LARRY SMITH, former Far East manager of INS, will broadcast news commentaries five times weekly on the NBC Pacific Coast network beginning about July 1.

JEAN MEREDITH, former writer in press information department of KNX, Hollywood, has been appointed CBS Pacific Coast trade press relations director.

HARRY WICKERSHAM, former program director of KJBS, San Francisco, has joined the Overseas Branch of the OWI at San Francisco.

A. BURKE CROTTY resigned as program director of NBC's television department to enter the armed forces last Friday. Replacing him is John T. Williams, who came to the network in 1934 with the research department. For the past two years Mr. Williams has been with the NBC Radio-Recording Division.

EDWARD de SALISBURY, formerly of NBC's special service promotion department, has been appointed promotion manager of WEAF, New York. He joined NBC in 1930. From 1934 to 1939 he was sales promotion manager of NBC Artists Service, now National Concerts & Artists Corp.

CHARLES F. McCARTHY has joined NBC's staff of announcers. Mr. McCarthy was successively chief announcer of WIOD, Miami; news and special events announcer of KSD, St. Louis, and announcer-commentator of WHN, New York.

HENRY VAN LEUR, Francis Campion and Mae Wright have joined the newsroom of KSTP, Minneapolis-St. Paul.

DENNIS BUSSARD has joined the announcing staff of WJMC, Rice Lake, Wisc.

JOHN RANDALL, formerly with the news staff of the Iowa Broadcasting Co., and WNAX, Yankton, has joined the announcing staff of WTMJ-W55N, Milwaukee.

FRED HENRY, news and special events director of KMPC, Beverly Hills, before joining the Navy censorship branch, is author of an informative article on technique, "The Microphone Is Yours", in the May issue of *Proceedings*, official U. S. Naval Institute publication.

Ben Rocke

BEN ROCKE, 48, free-lance producer, died in New York, June 5, following a heart attack. Mr. Rocke's productions included the *Bulldog Drummond* series, now on Mutual, *30 Minutes from Hollywood*, and *Show of the Week*. He leaves his wife, and two children.

MOROCCO-BOUND script of *This is the Underground* is presented to Dr. Eduard Benes (r), president of the Czechoslovak government in exile, by Walter J. Preston, program director of WBBM-CBS, Chicago. Recounting heroic deeds of Jan Smutek, Prague University student, script was one of Sunday dramatizations based on true stories of underground activities in occupied Europe. Said Dr. Benes: "Through radio, the people of America are the most enlightened in the world."

ELEANOR KEENAN, script girl of Ruthrauff & Ryan, on the weekly NBC *Furlough Fun*, and Gunner's Mate Joseph J. Roybal Jr., hero of the Nov. 13 naval battle off Guadalcanal, were married in Hollywood June 12.

BILL PENNELL, New York announcer, has joined the staff of KFWB, Hollywood. He replaces Dick Garton, recently inducted into the Army.

KENNETH P. EVANS, newscaster, joined WOL, Washington, June 10. He was formerly with WFMJ, Youngstown.

DON McGILL, formerly of CFCO, Chatham, Ont., and Don Robertson and Steve Brandenburg, both new to radio, have joined the announcing staff at CKSO, Sudbury, Ont. Florence Mason has been appointed traffic manager, being promoted from manager's secretary. She succeeds Wanda Wolf, who has left radio.

STAN SIMPSON, formerly of KTKC, Visalia, Cal., and Central California newspapers, has been appointed manager of the press dept. of KPO, San Francisco. Louise Landis, former manager, has joined public relations department of Standard Oil Co. of California at San Francisco. Mrs. Arthur Lee, temporarily assigned to the press department of KPO, has been transferred to the news room staff.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

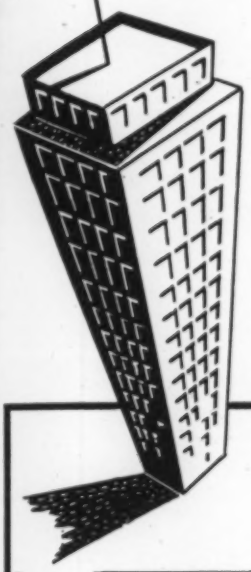
Which "Hartford" Are You Selling?

The Hartford Trading Area's 1942 Retail Sales were $475,739,000 (SM's est.). Of this total, the city of Hartford only had $185,500,000. Moral: reach the entire trading area by using WDRC. Basic CBS for Connecticut.

CBS

"WOV HAS MORE QUARTER-HOUR 'FIRSTS' AFTER 8 P.M. THAN ANY OTHER INDEPENDENT NEW YORK STATION"... SAYS HOOPER

"ALMOST"... *says the Pulse*



TAKE your pick of New York's radio surveys . . . put your own caliper to the Metropolitan market if you like . . . and over and over again you'll find that WOV is *one of the two leading "indies"* between 8 and 12 P. M.*

Then take out a pencil and a WOV rate card and prove to yourself that on the basis of *actually-delivered* listeners WOV has the *lowest* cost in town. (If you're not so hot at arithmetic, one of our salesmen will be glad to call and help you with the calculation.)

We've listed the station batting-averages as reported by Hooper and the Pulse of New York in a simple and understandable manner so that you can see the whole story yourself. Out of ten Hooper quarter-hours, WOV gets 6 firsts and 2 seconds. Out of sixteen Pulse quarter-hours, WOV has 4 firsts, 9 seconds and 2 thirds.

**It's "no contest" during the daytime hours when WOV completely dominates its Italian-language market.*

MONDAY THROUGH FRIDAY RANKINGS OF NEW YORK INDEPENDENT STATIONS BY QUARTER-HOURS

A-D = OTHER "INDIES" RATED * = TIE	WOV	STATION A	STATION B	STATION C	STATION D
8:00-8:15 P.M	*1st		3rd		*1st
8:15-8:30	2nd			3rd	1st
8:30-8:45	1st				2nd
8:45-9:00	1st			3rd	2nd
9:00-9:15	1st	*3rd	3rd	*3rd	2nd
9:15-9:30	1st		3rd		2nd
9:30-9:45	1st		*2nd		*2nd
9:45-10:00	2nd			3rd	1st
10:00-10:15			2nd	3rd	1st
10:15-10:30		*3rd	1st	*3rd	2nd

HOOPERATING, MAR.-APR. 1943

A-E = OTHER "INDIES" RATED * = TIE	WOV	STATION A	STATION B	STATION C	STATION D	STATION E
8:00-8:15 P.M.	2nd	3rd			1st	
8:15-8:30	2nd	3rd			1st	
8:30-8:45	2nd	3rd			1st	
8:45-9:00	2nd	3rd			1st	
9:00-9:15	2nd	3rd			1st	
9:15-9:30	*1st	3rd			*1st	
9:30-9:45	2nd	*3rd	*3rd		1st	
9:45-10:00	*1st	3rd			*1st	
10:00-10:15	*3rd	*3rd	*1st		*1st	
10:15-10:30	*2nd	*2nd			1st	
10:30-10:45	*1st	*1st				*1st
10:45-11:00	1st		*2nd			*2nd
11:00-11:15			*2nd		1st	2nd
11:15-11:30	*2nd	*2nd		*2nd	1st	
11:30-11:45	*3rd	2nd		*3rd	1st	
11:45-12:00	*2nd	*2nd		*2nd	1st	

PULSE OF NEW YORK, APRIL 1943

WOV.... FOR VICTORY

NEW YORK

JOSEPH HERSHEY McGILLVRA, NATIONAL REPRESENTATIVES • RALPH N. WEIL, GENERAL MANAGER

REV. M. C. DAVIES of CKLW, Windsor-Detroit, has been promoted to Wing Commander in the Royal Canadian Air Force in which he has been serving as chaplain. His CKLW *Quiet Sanctuary* programs are still aired regularly Monday thru Friday afternoon, by transcription.

THREE French-language announcers are being transferred from the Montreal newsroom of the Canadian Broadcasting Corp., to its Overseas Unit in London. Marcel Ouimet, senior Montreal newsroom editor is being placed in charge of the French section in London, with Benoit Lafleur and Paul Barette as assistants.

CHARLES A. KELLY, associate supervisor of NBC night traffic, reported to the Marines June 2.

JERRY WALKER, educational director of WLS, Chicago, is the father of a girl.

ED SHAVE, out-door editor of the Minneapolis *Morning Tribune*, has joined KDGY, Minneapolis, to assist Stu Mann, sports editor, with *Fish for Food and Fun*.

JOHN McKNIGHT, from WGAR, Cleveland, has joined WTOP, Washington, as announcer.

Joe E. Brown Is M. C.

JOE E. BROWN, Hollywood radio-film comedian, replaced Ken Murray as m.c. on the weekly *Stop and Go*, quiz program sponsored by Grayson Shops (women's apparel), when series shifted on June 13 from CBS to NBC Pacific stations, Sunday, 9:30-10 p.m. (PWT). Bill Krauch, producer of Milton Weinberg Adv., agency servicing the account, continues in that capacity, with Ben Pearson as writer. Herb Allen announces.

LEE GILLETTE has left the announcing staff of WAAF, Chicago, to join WJJD, Chicago.

NORMAN KRAEFT, formerly announcer of WJJD, Chicago, has joined the announcing staff of WENR, Chicago.

GILBERT MARTYN, staff announcer of the BLUE, and instructor in the network's training school for announcers, is recovering in Mercy Hospital, Denver, from an abdominal ailment. He was on his way to Denver for treatment when the attack occurred.

DON DUNPHY, Mutual sportscaster, is the father of a boy.

CHRIS CUNNINGHAM, from WKIP, Poughkeepsie, N. Y., has joined WPAT, Paterson, N. J., as announcer.

ENEZ HART has resigned from the advertising and sales promotion staff of WOR, New York, and has been replaced by Valentina Diskoff.

LT. ROBERT BUTTON, former assistant program manager of the BLUE, who entered the Army as a private in 1941, has been advanced to captain.

WILLIAM ANDERSON, assistant in the presentation division of the CBS promotion department, on June 11 joined the Army and is assigned to the statistical control and management section of the Air Corps.

LARRY BERNS, a former director of the CBS program department, has been named a producer.

PETER STURSBERG, newscaster and reporter attached to the Canadian Broadcasting Corp. Overseas Unit, formerly of CBR, Vancouver, was injured recently in England during Canadian Army manoeuvres when he was hit on the back by a two-inch mortar smoke shell, a dud.

"COMING, MR. REINSCH!" says WSB's newest secretary. She just happened into the studio and the manpower-haunted personnel director snapped her up as undraftable, unWAACable and unWAVEable. Hour later she joined the BABES. (P. S. She's daughter of Bill Prance, WSB farm director.)

F. RUSSELL GILBERT has been named relief announcer of WIP, Philadelphia.

STAN LEE BROZA, program director of WCAU, Philadelphia, was confined to the Germantown Hospital for an emergency operation, after an illness of several weeks from mumps.

RICHARD E. STOCKWELL, associate news editor of WMT, Cedar Rapids, Ia., is author of an article in *The Nation* titled "The Farmers Can Take It". Before coming to WMT, Mr. Stockwell was program director of the Wisconsin Network at Wisconsin Rapids.

JOHN SWALLOW, western division program director of NBC Hollywood, was recently awarded a medal by the U. S. Army IV Fighter Command for cooperation with that organization. Maj. Gen. William E. Kepner, commanding officer, made the presentation in Oakland, Cal.

ED SANTEE, former stage director of Pasadena (Cal.) Community Playhouse, has joined KGFJ, Los Angeles, as announcer. He replaces Mel Thomas, resigned.

BOB MITCHELL, staff organist of KFI-KECA, Los Angeles, and director of the famous Bob Mitchell Boys Choir, has joined the Navy.

JOHN GREEN, writer of weekly CBS *Blondie*, sponsored by R. J. Reynolds Tobacco Co., shifts headquarters from New York to Hollywood with July 12 broadcast.

ALLAN BERG, announcer of KFBK, Sacramento, Cal., has joined KHUB, Watsonville, Cal., as newscaster.

ED BELOIN, Hollywood writer on the weekly NBC *Jack Benny* show and scheduled for Army induction, has been re-classified. Bill Morrow of the writing team was inducted May 31.

FARMERS—the richest, buyin'est folks in Kansas open a new war production drive on a 23 million acre front. Inspired by last year's bumper crops and profits, they go "all out" in '43 to seriously challenge the acreage of any state in the Union.

FARMERS in Kansas (and all surrounding states) are unswerving friends of WIBW—depending on us for news, markets, helpful service and relaxing entertainment. And they show their appreciation by BUYING the goods and services of WIBW advertisers in volume that leaves sales managers walking on air. Investigate this amazing market and "natural" sales medium.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

XUM

They work together better...
because they can talk together

From a thousand feet up
The burning airdrome
Looks like
A "pushover"...

But
When you get
Right down to earth
It turns out to be
Anything but.

Suddenly the trees
To the right
Start throwing lead—
And your men
Are still hanging
Like clay pigeons
In their harnesses.

* * *

What a break
That you're equipped
With a
Two-way
Radio.

What a break
That you can tell your trouble
To a friendly
Fighter plane.

* * *

Today, communication equipment
Designed and manufactured
By I.T.&T. associate companies
Is helping Uncle Sam's fighting forces
Work together
On land, sea and in the air...

Tomorrow, the broad experience
Of I.T.&T.
In the field of communications
Will help build a better world
For every man.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION *67 Broad St., New York, N. Y.*

I T&T

Manufacturing Associate:
FEDERAL TELEPHONE AND RADIO CORPORATION

GEORGE REEVES has left WSAV, Savannah, where he was director of sports, to join WAKR, Akron.

CHARLES (Chuck) SHORTRIDGE, former production manager for General Records Co., New York, has joined KROW, Oakland, Cal., as announcer. Donn Random, one-time special events announcer of WJW, Akron, has joined the staff. Scott Weakley, special events commentator, recently celebrated his 29th anniversary in radio, nine of which have been spent with KROW.

W. F. (Chick) ALLISON, head of the WLW promotion department has been elected vice-president of the Cincinnati Advertisers Club.

TOM FLETCHER, announcer of WHK-WCLE, Cleveland, has enlisted in the Communications Division of the Army Air Forces and is to be stationed somewhere in Florida. Joe Black, a pupil of the announcing class of Carl Mark, chief announcer, has joined the regular staff.

MARVLYN TEPPETT has given up school teaching to train as announcer and director of women's programs at WMAZ, Macon, Ga. Gordon Price, high school parttime announcer, has taken over a full schedule for the summer.

ROSS FOWLKES, who is the "Al Ross" of *Around the Breakfast Table* on WBAL, Baltimore, is to enter the Army June 21.

WILLIAM O. ALDRIGE is the new program director at WSAZ, Huntington, W. Va. He has a newspaper and radio writing and programming background. Other recent additions to the staff include Bert Shimp, news and sports announcer who takes over for Bob Drexler, now in military service, and Betty Jane Long, new to radio, as traffic manager.

JOE LEONARD, former instructor in the English departments of Colorado State A & M and South Dakota State College, has joined KLZ, Denver, as announcer.

SUNDAY NEWSCASTS, in addition to previous six-day schedule, will be aired on KSO, Des Moines, by Younkers, department store. Newscasts feature Stanley Dixon, with Sunday program also carried on Mutual network on local sponsorship basis. Signing contract is Ross M. Dalbey, Younkers director of publicity, with Max Friedman, KSO account executive (standing), and Dixon (left).

LOWELL THOMAS on June 11 observed the 11th anniversary of his Monday through Friday commentary on BLUE 6:45-7 p.m. Since 1932, Mr. Thomas has broadcast in this period under sponsorship of Sun Oil Co. The commentator occupied the same spot for almost two years previously under auspices of the old Literary Digest.

MIKE JABLONS, publicity and operations director of WNYC, New York's municipal station, will leave toward the end of June to join the Army. No replacement has been found. Bert Dixon resigns as announcer June 15 to become photographic technician supervisor in the OWI's Overseas Branch. He has been with the station for 14 years. No successor has been named.

H. V. KALTENBORN, NBC news analyst, on July 9 and 16 will take over Bill Stern's *Sports Newsreel of the Air* on NBC, while Stern, who is also NBC director of sports, takes his two-weeks' summer vacation.

PAUL DORING, formerly of WMFJ, Daytona Beach, has joined WELI, New Haven, as announcer.

RAY McCOY, chief announcer and publicity director of WATL, Atlanta, has been in the armed forces for two months and is now taking basic training at Camp Robinson, Ark.

TRAVERS BAYLY, former chief announcer of KDAL, Duluth, has joined WHIO, Dayton.

BILL DAVIDSON, special events director of KFI-KECA, Los Angeles, has been inducted into the Army and assigned to engineers corps.

RED SKELTON, star of the weekly NBC *Red Skelton & Co.*, sponsored by Brown & Williamson Tobacco Corp. (Raleigh Cigarettes), has received a plaque from Douglas Aircraft Corp., Santa Monica, Cal., in recognition of one-broadcast employment campaign. Several hundred workers, it was reported, joined Douglas personnel as result of broadcast at which audience comprised job applicants.

PAUL M. BREINING, program director of WRAK, Williamsport, Pa., has joined WMRF, Lewistown, Pa., as program manager. He takes over from Preston R. Rittenhouse, now with the NBC.

BOB LACEY, announcer of WLW-WSAI, is to leave soon for the Army. Ed C. Hanford has joined the publicity department to handle local newspaper publicity and the WLW daily sheet service. He has worked for Macfadden Publications and on various newspapers.

FRED THOMAS, WCKY, Cincinnati news editor, has prepared an orientation address to guide new soldiers at request of Lt. William B. Shane, former Cincinnati advertising man now at Camp Roberts, Cal.

JOSEPH P. OAKES has been appointed program director of WLAW, Lawrence, Mass. He succeeds John D. Maloy, who has joined WEEI, Boston, as assistant production manager and special events director.

JACK MARTIN, announcer-newscaster of KSRO, Santa Rosa, Cal., has been inducted into the Army. Frank Weaver, formerly of KLX, Oakland, Cal., has taken over his duties.

TERRY O'SULLIVAN, former announcer of KFWB, Hollywood, has joined BLUE, that city. Val Bevan is summer vacation replacement announcer.

MAHLON ALDRIDGE, former announcer in Jefferson City, Mo., has joined the staff of KXOK, St. Louis, during the summer vacation shift.

BRUCE BARRINGTON, news director at KXOK, St. Louis, before he entered military service, has been promoted to the rank of major. He is attached to the general staff in the Philadelphia area.

ART LOUIS, announcer, has joined the staff of WOWO-WGL, Fort Wayne. He was previously with WKZO, Kalamazoo, and WCLS, Joliet. Harold Clark, formerly with KGFW, Kearney, Neb., has joined the continuity staff.

PEGGY MURRAY, continuity editor of WOL, Washington, D. C., has resigned to become secretary to Thomas Carroll, chief liaison officer of the Foreign Outpost Division, OWI. She is succeeded as continuity editor by Mrs. Elaine Squibb, her assistant.

PAUL EBERT has left WEAL, Richmond, Ind., to join the announcing staff of WDAY, Fargo, N. D.

is Corpus Christi, Texas

With its 1943 city zone population of 101,400 (ABC) against a population of 75,000 in 1941 and 27,741 in 1930, Corpus Christi truly is a zoom, rather than a boom, city.

Philip Hauser, in his recent survey, rates Corpus Christi as a Class A-1 city—one of America's six fastest-growing cities with best prospects of retaining wartime growth.

Definitely dominated by one major radio station—KRIS—Corpus Christi and its many rich, populous surrounding towns offer you a market reachable at a surprisingly small cost. For complete facts, ask your Branham man to show you the latest Hooper breakdown . . . also availabilities and rates.

KRIS
CORPUS CHRISTI, TEXAS
MEMBER OF NBC SOUTHWESTERN GROUP
• represented by the Branham Company

Special Combination Buy—KRIS and KXYZ, Houston . . . Investigate!

THERE'S NOT ANOTHER LIKE IT!

WELC
5,000 WATTS

DIRECT ROUTE TO AMERICA'S No. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood

630 KC.
5000 WATTS FULL TIME
Represented Nationally by
John BLAIR & Co.

KXOK
ST. LOUIS, MISSOURI
NETWORK

"They give their lives
you lend your dollars"

BUY U. S.
WAR BONDS

STANLEY G. BOYNTON
NATIONAL AND INTERNATIONAL RADIO ADVERTISING
423-424 NEW CENTER BLDG. • DETROIT, MICHIGAN

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFRC, San Francisco

Simon & Schuster Co., New York (*One World*), 9 *t* weekly, thru Northwest Radio Adv., Seattle.
True Story Magazine, New York, weekly *t*, thru Raymond Spector Co., N. Y.
Butay Co., Los Angeles (Raindrops) 3 *sa* weekly, thru Glasser-Gailey Co., Los Angeles.
Marlin Firearms Co., New York (Marlin razor blades), 3 *sa* weekly, thru Crazen & Hendrick, N. Y.
Bank of America, N. T. & S. A., San Francisco, 3 *sa* weekly, thru Charles R. Stuart Adv., San Francisco.
Standard Beverages, Oakland, Cal. (soft drinks), weekly *sa*, thru Emil Reinhardt Adv., Oakland.
Lever Bros., New York (Lifebuoy soap), 5 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Coronet Magazine, New York, 44 *ta*, thru Schwimmer & Scott Adv., Chicago.
Associated Dental Supply Co., San Francisco (toothpaste), 2 *ne* weekly, thru McCann-Erickson, San Francisco.
Loma Linda Food Co., San Francisco, 2 *sa* Weekly, thru Gerth-Pacific Adv., San Francisco.
Seaboard Finance Co., Los Angeles, 9 *ta* weekly, thru Smith & Bull, Los Angeles.
Pacific Telephone & Telegraph Co., San Francisco, series of *sa* weekly, direct.
Charles Brown & Sons, San Francisco (hardware), series of *sa*, thru Frederick Seid Adv., San Francisco.

WFIL, Philadelphia

Gruen Watch Co., Cincinnati, O., 20 *sa* weekly, 52 weeks, thru McCann-Erickson, N. Y.
Nesbitt Fruit Products Inc., Los Angeles 2 *sa* weekly, 13 weeks, thru M. H. Kelso, Los Angeles.
Allied Mills Inc., Chicago (Wayne feeds), 2 *sa* weekly, 52 weeks, thru Louis E. Wade, Fort Wayne.
American Oil Co., Baltimore, blanket contract for *sa*, 52 weeks, thru Joseph Katz Agency, Baltimore.
Procter & Gamble Co., Cincinnati (Ivory Flakes), 6 *sa* weekly, 4 weeks, thru Compton Adv., N. Y.
Ex-Lax Inc., Brooklyn, 5 *sa* weekly, 19 weeks, thru Joseph Katz Agency, N. Y.
John Middleton Inc., Philadelphia (tobacco), 1 *sa* weekly, 13 weeks, thru Gray & Rogers, Philadelphia.
Nevins Drug Co., Philadelphia (cosmetics), 3 *t* weekly, 52 weeks, thru Philip Klein Adv. Agency, Philadelphia.
Plough Inc., Memphis, 15 *sa* weekly, 52 weeks, thru Lake-Spiro-Shurman, Memphis.
Borough of Seaside Heights, Seaside, N. J. (resort), 2 *sa* weekly, 12 weeks, thru J. C. Williams, Asbury Park, N. J.
American School, Philadelphia, 1 *sa* weekly, 13 weeks, thru Vernik Adv. Agency, Philadelphia.

WHCU, Ithaca

John Wiley Jones Co., Caledonia, N. Y. (Sunny Sol), 5 *sa* weekly, placed direct.
Kellogg Sales Co., Battle Creek, 5 *sp* weekly, 20 weeks, thru J. Walter Thompson, Chicago.
General Foods Inc., New York, 15 *ta* weekly, 26 weeks, thru Benton & Bowles, N. Y.
Dr. Hess & Clark, Ashland, O., 5 *t* weekly, 52 weeks, thru N. W. Ayer & Son, Philadelphia.
Van Camp's Inc., Indianapolis (Tenderoni), 105 *sa*, thru Calkins & Holden, N. Y.
Kelly Bros. Nursery, Dansville, N. Y., 6 *sa*, thru Everett L. Bower, Buffalo.
Spaulding Bakeries Inc., Binghamton, N. Y., 15 *ta* weekly, 10 weeks, placed direct.
Pepsi-Cola Bottling Co., Long Island City, 18 *ta* weekly, 26 weeks, thru Newell-Emmett, N. Y.

WOV, New York

Southern Cotton Oil Co., New Orleans, 26 *sp* and 26 *t*, thru Tracy Locke-Dawson, N. Y.
Macfadden Publications Inc., New York (*True Story* magazine), 26 *sp*, thru Raymond Spector, N. Y.
Charm Kurl Co., St. Paul, 26 *sp*, thru Guenther Bradford & Co., Chicago.
Stanback Co., Salisbury, N. C., 312 *t*, thru Klinger Adv. Corp., N. Y.
Roma Wine Co., New York, 936 *sa*, thru McCann-Erickson, N. Y.
Paramount Pictures, New York, 26 *sa*, thru Buchanan & Co., N. Y.

WLIB, Brooklyn

Griffin Mfg. Co., Brooklyn (shoe polish), 7 *sa* weekly, 13 weeks, thru Bermingham, Castleman & Pierce N. Y.
Elway Food Products, New York (Vitamalt), *sa*, 13 weeks, thru H. A. Salzmann Assoc., N. Y.
Ex-Lax Inc., Brooklyn, weekly *ne*, 13 weeks, thru Joseph Katz Co., Baltimore.
Harmon Watch Co., New York, 8 *sp* weekly, 13 weeks, thru Moss Associates, N. Y.

WMAQ, Chicago

Leaf Gum Co., Chicago, 1 *sa* weekly, 13 weeks, thru Bozell & Jacobs, Chicago.
Book League of America, New York (sewing book) 2 *ne*, thru Raymond Spector Agency, N. Y.
Northwest Cherry Bureau, Seattle, 9 *sp*, thru Izzard Co., Seattle.

CFRB, Toronto

Vernor's Ginger Ale Co., Toronto, *sp* weekly, thru Walsh Adv. Agency, Toronto.
Geo. Weston Ltd., Toronto (biscuits), *sp* weekly, thru Walsh Adv. Agency, Toronto.

KFI, Los Angeles

California Ficgo Co., Los Angeles, 3 *sa* weekly, 13 weeks, thru Culbreth Sudler Co., Los Angeles.
Douglas Aircraft Co., Santa Monica, Cal. (employment), 3 *sp*, 13 weeks, thru Essig Co., Los Angeles.

WABC, New York

Nature Friend Inc., New York (bird food), weekly *sa*, direct.
Borden Co., Pioneer Ice Cream Brands Division, New York, weekly *ne*, thru Young & Rubicam, N. Y.

WBBM, Chicago

All Year Club of Southern California, Los Angeles, *sp* weekly, 8 weeks, thru Foote, Cone & Belding, Los Angeles.

WJJD, Chicago

Dave Minor, Chicago (piano and guitar course), 6 *sp* weekly, thru United Adv. Cos., Chicago.
Sterling Insurance Co., Chicago, 7 *sp* weekly, thru Neal Adv. Agency, Chicago.
Your Worship Hour, Goshen, Ind., 1 *sp* weekly, thru Stanley G. Boynton Co., Detroit.
Wm. H. Wise & Co., Chicago (books), 6 *sp* weekly, thru Huber Hoge & Sons, Chicago.
Knox Co., Los Angeles (Mendaco cold remedies), 5 *sa* weekly, thru Allen C. Smith Adv., Kansas City.
Rogers Auto Sales, Chicago, 6 *sp* weekly, 13 weeks, direct.
Leaf Gum Co., Chicago, 12 *sa* weekly, 13 weeks, thru Bozell & Jacobs, Chicago.

KHJ, Hollywood

Seaboard Finance Co., Los Angeles, 365 *ta*, 52 weeks, thru Smith & Bull Adv., Los Angeles.
Sunset Magazine, San Francisco, 13 *sa*, thru Brisacher, Davis & Van Norden, San Francisco.
All State Insurance Co., Los Angeles, 4 *sp* weekly, 13 weeks, thru Ruthrauff & Ryan, Hollywood.

KECA, Los Angeles

Bateman-Eichler & Co., Los Angeles (stocks, bonds), weekly *sp*, 52 weeks, thru Elwood J. Robinson Adv., Los Angeles.
A. B. Joffee Co., New York (clothing store), 2 *sp* weekly, 52 weeks, thru Adolph Wenland Adv., Los Angeles.

WHO, Des Moines

Standard Brands Inc., New York (Stams and Stan-B vitamins), 9 *ta* weekly, thru Ted Bates Inc., N. Y.
Hilex Co., St. Paul (bleach), 13 *sp*, thru McCord Co., Minneapolis.
Northwestern Bell Telephone Co., Des Moines, 29 *sa*, placed direct.

Macy Adds WMCA

R. H. MACY & Co., department store, has signed for 52 weeks with WMCA, New York, in addition to WHN and WNEW [BROADCASTING, June 7] for a series of electrical transcriptions. Announcements have been aired 19 times weekly, since May 24 when the contracts went into effect. Macy's continues to use WOR, New York. Agency is Young & Rubicam, New York.

Radio Advertisers

MAJOR VITAMINS Inc., New York, which has concluded for the present 20-station campaign for Major B Vitamins, has joined the list of sponsors on Dr. Walter H. Eddy's *Food and Home Forum* on WOR, New York. Company's thrice-weekly participations started June 1, and continue for 52 weeks. Agency is Peck Adv., New York.

E. R. SQUIBB & Sons, New York (pharmaceutical), on June 13 began *Calling America*, with Bob Trout, 117 CBS stations. Sun., 8-8:30 p.m., having discontinued on June 11 *Keep Working, Keep Singing America*, on 61 CBS stations, Mon., Wed., and Fri., 6:30-6:45 p.m. Agency is Geyer, Cornell & Newell, New York.

LEE ROBINSON has resigned as president of Radio Magazines Inc. to return to Caldwell-Clements Inc., New York, with whom he was previously associated. He has been appointed Eastern manager of the publishing firm's *Radio Retailing Today*.

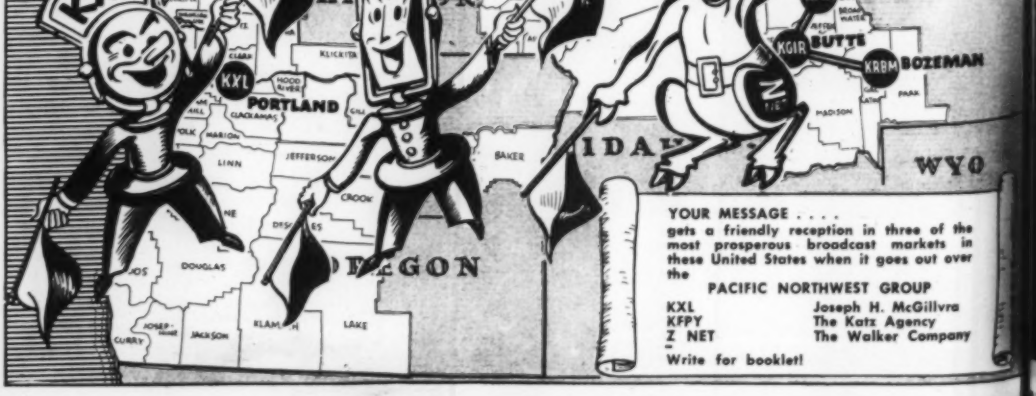
IOWA MASTER BREEDERS and Lincoln Hatcheries, have signed for 52 weeks on WNAX, Yankton, S. D. Neither concern had previously contracted for more than 26 weeks.

CANADIAN FUR Corp., and Sachs Quality Store, New York, are jointly sponsoring a recorded half-hour music program on WNEW, New York, five times weekly, under the title, *I'll Take Romance*. Program features a woman m.c., and is directed at women who beaus and husbands are at the fighting fronts or working the factory swing shifts. William Warren Agency handles the Sachs account.

ALBERS PACKING Co., Riverside, Cal., (ripe olives), on June 8 started thrice-weekly participation in *Nutrition in Wartime* on KFWB, Hollywood. Contract is for 13 weeks. Brisacher, Davis & Van Norden Inc., Los Angeles, has the account.

MINNEQUA SPRINGS, Canton, Pa., for Minnequa mineral water, is said to use radio and other media.

NORTHWESTERN BELL TELEPHONE Co., has placed a 52-week contract for nighttime station-breaks on KSTP, Minneapolis-St. Paul, through BBDO.



KO RADIO PICTURES Inc., Hollywood, in a two-day tie-in with local premiere of film, "This Land Is Mine", is sponsoring a half-hour and a 15-minute program June 14 and 15, respectively, on 6 California Don Lee stations (KHJ KGB KFXM KPMC KVOE KDB). Foote, Cone & Belding, New York, has the account.

G PRODUCTS Inc., Los Angeles (hair oil, shampoo), on a 52-week contract starting June 14 will sponsor half-hour adventure serial, *Bulldog Drummond*, on 2 California Don Lee stations (KHJ KGB), Monday 8-8:30 p.m. (PWT). Firm on that date also starts a thrice-weekly late evening quarter-hour narrative program, *The Changing Tide*, on KNX, Hollywood. Contract is for 26 weeks, with Ian Keith, actor, featured as narrator. In addition, starting June 20 for 52 weeks, G Products will sponsor a half-hour Sunday morning recorded musical, *Record Performance*, also on KNX. Al Jarvis will be m.c., with live guest talent. Agency is Hillman-Shane-Breyer, Los Angeles.

SEABOARD FINANCE Co., Los Angeles (investments), on June 14 starts five-weekly quarter-hour *Seaboard News* on 4 Don Lee California stations (KHJ KFXM KGB KPMC). Contracts are for 52 weeks. Firm sponsors a similar program on KPO, as well as twice-daily newscasts on KSFO. Agency is Smith & Bull Adv., Los Angeles.

U-TAY PRODUCTS Inc., Los Angeles (Raindrops, washing compound), in an eight-week campaign started June 7 is using a five-weekly five-minute participation in *Defense Workers Jamboree* on KFMB, San Diego. Firm in addition sponsors six spot announcements weekly on KFRC KIDO KTAR, as well as three per week on KARM. Agency is Glasser-Gailey & Co., Los Angeles.

NATIONAL BISCUIT Co., Los Angeles, in help wanted campaign, is utilizing an average of 15 spot announcements daily on four stations in that area, KRKD KREV KGFJ KFVD. Firm now plans to include other West Coast stations. Agency is Hutsford, Constantine & Gardner, Los Angeles.

THE DETROIT BANK, Detroit-Windsor, started June 1, sponsoring Fulton Lewis Jr. Monday through Friday on CKLW, Windsor. Simons-Michelson Co., Detroit, has the account.

COLUMBUS ICE Co., Columbus, Miss., has contracted for announcements all summer on WCBI, Columbus.

MACFADDEN PUBLICATIONS, New York (*True Story*), has placed a series of six five-minute transcribed dramatizations of *True Story Magazine* on WGN, Chicago. Series will be broadcast June 12-24. Agency is Raymond Spector Co., New York.

Wren's Yen

A LADYSMITH, Wis., listener wrote to David Stone, m.c. of *Sunrise Roundup*, a wake-up show on KSTP, St. Paul, at 6 a.m. daily: "A wren perches outside our window each day just before your program comes on the air and stays until it's over, singing with the music and listening attentively to the speaking. Hasn't missed a program in weeks." Now the question is, what is the buying power of a wren?

Get E Awards

FOUR ARMY-NAVY E burgees were awarded simultaneously to the Raytheon Mfg. Co., Newton and Waltham, Mass. (radio equipment and radar), at recent presentation ceremonies in Waltham.

TURCO PRODUCTS Inc., Los Angeles (cleanser), on June 14 starts with an alternate weekly schedule to sponsor daily participation in *Art Baker's Notebook* on KFI. Contract is for 13 weeks. Firm also sponsors the thrice weekly quarter-hour program, *Smile in the Morning* with Mark Breneman on KECA, Los Angelees, and a seven-weekly 15-minute newscast on KFMB, San Diego. Agency is Warren P. Fehlman Adv., Los Angeles.

CONTEST for girls of 16 years and over sponsored by Loews Theatres, New York, with WHN, New York, uses the *Gloom Dodgers* variety program on WHN, to offer girls the opportunity to win an audition plus one before executives of Loews Theatres and M-G-M. Final winner will be chosen by the listening audience. Contest is being promoted in Loews' 70 theaters in the New York area.

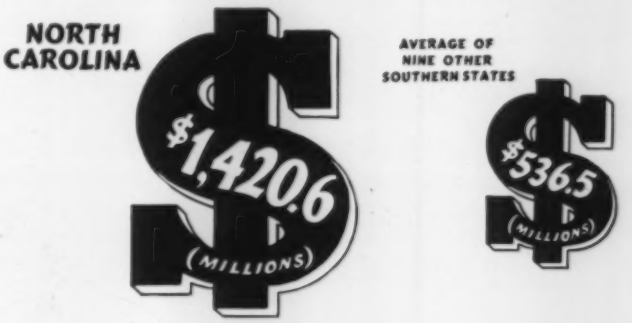
DUNCAN RECREATION Co., Vincennes, Ind., is now airing the daily results of the major league baseball games on WAOV, Vincennes.

HAWAII THEATRE, Hollywood, in a tie-up with 20th Century-Fox, to promote horror films, "Undying Monster" and "Dr. Renault's Secret", is using 28 transcribed spot announcements daily on Los Angeles stations, KHJ KECA KFWB KIEV KFVD KPAS KMTR. Dean L. Simmons Adv., Hollywood, has the account.

POST QUALITY FOODS, Los Angeles (Cera-co), is sponsoring daily participation in *Homemaker's Club* on 49 spot announcements per week on KFVD. Agency is Glasser-Gailey & Co., Los Angeles.

NORTH CAROLINA is the SOUTH'S No. 1 INDUSTRIAL STATE

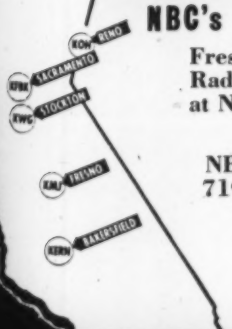
VALUE of MANUFACTURED PRODUCTS
Source: — Census of Manufactures, 1939



WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN
NBC — 680 K.C.

FREE & PETERS, INC. National Representatives

CALIFORNIA COVERAGE



NBC's "TALE OF 412 CITIES"

Fresno, California Percent of Radio Families Who Listen Most at Night:

Network			
NBC	"B"	"C"	"D"
71%	20%	—	8%

KMJ
The NBC Station for Central California.

McCLATCHY BROADCASTING COMPANY

WAVE ISN'T ROLLING IN CLOVER (Ky.)!

There's mighty fine grazin' round these parts, stranger, but 'tisn't in Clover (Ky.)! 'Tisn't even in Greasy Creek, Cub Run, or Bear Wallow (Ky.). The real pasture for business in Kentucky is the Louisville Trading Area, where *most* of the people buy most of the things. Over 47% of the State's population does its grazing in this one field . . . and with WAVE right alongside! Don't look for "clover" in Clover . . . let WAVE show you the *choice* patch!

LOUISVILLE'S **WAVE**

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

P & G the Largest Advertiser in 1942, Says Newest List of All-Media Buyers

PROCTER & GAMBLE Co., Cincinnati, tops the list of 1,207 advertisers who invested $25,000 or more during 1942 in a combination of the four major media, according to the fourth annual edition of the standard reference book *Expenditures of National Advertisers in Newspapers, Magazines, Farm Journals and Chain Radio*, published last week by the Bureau of Advertising of the American Newspaper Publishers Assn.

Others in the "Top Ten" in total expenditure in all four media include, in order, Lever Bros. Co.; General Foods Corp.; R. J. Reynolds Tobacco Co.; Sterling Drug Inc.; General Motors; Colgate-Palmolive-Peet Co.; General Mills; Liggett & Myers Tobacco Co., and Philip Morris & Co. All of these companies excepting General Mills and Philip Morris were also in the "Top Ten" of 1941, reported last year by the Bureau.

As in previous editions of the book, compiled for the Bureau by Media Records Inc. in combination with reports from Publishers Information Bureau, the figures for all media represent gross expenditures, computed by applying one-time rates to the space or time used, since complete data on discount arrangements between advertisers and media are not generally available, according to a release issued by the Bureau in conjunction with the publication.

Tie Discs

BEAU BRUMMEL TIES Inc., Cincinnati, has started a weekly quarter-hour transcription on WOR, New York, highlighting the exploits of AP's war correspondents. John B. Kennedy, commentator of WNEW, New York, serves as narrator for the series, the first of which dramatized the adventures of Larry Allen, who reported on the bombing of the carrier *Illustrious* and the sinking of the *Galatea*. Program started June 8, in the Tuesday, 7:15 p.m. period. Agency is Key Adv., Cincinnati.

Seven Alaska Broadcasts Made Since Pearl Harbor

EDITOR, BROADCASTING:

Page 54 of your issue of May 10 reads as follows: "Bud Foster, speaking from KFAR, Fairbanks, Alaska, during the Alka-Seltzer *News Roundup* on NBC, April 30, made the first broadcast from Alaska since Pearl Harbor."

We appreciate such favorable comment, but I am sorry to say that the source of that material was grossly misinformed. He does an injustice to our efforts in behalf of NBC. Previous to the April 30 release, we sent no less than 7 broadcasts to the States, all of which were released on NBC. Further, all of these programs were after Pearl Harbor. The first was on Sept. 26, 1942, and subsequent contributions were released Nov. 27, Dec. 22, Feb. 6, March 6, March 13, April 3, and April 25.

ALVIN O. BRAMSTEDT,
Assistant Manager,
KFAR, Fairbanks.

June 1

If your market data on Miami is over six months old...chuck it! It's deadwood in your files.

Now, it's a new, rich 12 months a year market...and it's ready to be tapped!

Without usual Tourist trade for the past 17 months...Miami's population, Retail Sales, Bank Deposits, Annual Income and Buying Power have all hit a *new high.*

Tap this market now . . . . but hard!

★

WIOD Covers This New Rich Market As Completely As Miami's Magic Sun

★

National Representative
GEORGE P. HOLLINGBERY COMPANY

5,000 WATTS
610 KC
NBC

WIOD MIAMI

Songwriters Elect Officers

SONGWRITERS Protective Assn., at its annual election on June 4, re-elected four of its present officers for another term and named as the only new officer Paul Cunningham, to become chairman of the council, replacing Edgar Leslit. Sigmund Romberg continues as president, Stanley Adams, vice-president, Abel Baer, treasurer, and Charles Tobias, secretary.

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

*** C. E. HOOPER, Inc.**
Blue Network
Headley-Reed, Rep.

FOOD CONSULTANT
WLW Starts New Service For Merchants

APPOINTMENT of a nutrition expert to work with the retail food industry in serving the consumer has been announced by WLW, Cincinnati. She is Mrs. Vianna D. Bramblett, an experienced nutritionist with a commercial background. She will work under John E. Rudolph, director of WLW's trade extension division.

Purpose of the **Mrs. Bramblett** appointment, according to R. E. Dunville, vice-president of Crosley Corp., is to render a service which will eliminate confusion on the part of merchants and consumers over food shortages and regulations concerning distribution. "Consumers have yet to be accustomed in the wise spending of their ration points," Mr. Dunville explained. "Many food retailers do not have the knowledge or the necessary time to disseminate this information to their customers".

Among the services to be offered by WLW's new nutrition consultant will be monthly nutritional and commodity tips and related information, monthly food tips for homemakers on the use of seasonal foods, and menus to conserve ration points and yet provide nutritious meals. Mrs. Bramblett will be available for the preparation of articles for the retail merchant groups, especially items which retailers can pass on to consumers—all in line with the Government seven-point nutrition chart, according to Mr. Dunville.

Mrs. Bramblett has written for *Pictorial Review* and other women's magazines. She had charge of the test kitchen of Eastern Cooperative Wholesale, Brooklyn, and has done special work with Ball Brothers. She taught at Purdue University and Pratt Institute and studied at Kansas State College, University of Missouri and Purdue. She is a member of the nutrition committee of the OCD.

U. S. MEN SLATED BY AD FEDERATION

ADDITIONAL information on the War Advertising Conference of the Advertising Federation of America, to be held June 28-29 in New York [BROADCASTING, April 26], reports that informal discussions led by leaders from various Government agencies will be held the afternoon of June 29. The projects will be outlined and approaches to current campaigns developed, with participants including William B. Lewis, assistant director of Domestic Operations for Program Coordination and Production of the OWI; Chester LaRoche, chairman of the War Advertising Council, and Raymond Allum, associate director of the Council. There will also be a special discussion of the extension of the War Advertising Committee's idea into communities without Advertising Clubs.

XUM

Agencies

EDERIC WAKEMAN, copy chief New York office of Fuller & Smith Ross, has joined Foote, Cone & lding, New York as an account ex- tive and copywriter. Mr. Wake- received a medical discharge month after Navy service in the ific area.

CLARK Inc., advertising and research firm, has moved its York offices from 17 E. 45th St. 43 Lexington Ave. Telephone re- Murray Hill 2-8125.

RRS HAYNES, radio director of gton Adv., has returned to New after Hollywood conferences Carlton E. Morse, writer-pro- er, on the CBS *I Love a Mystery*, sored by Procter & Gamble Co.

VE SHOWALTER, former adver- ng manager of Sears, Roebuck, tland, Ore., has been appointed nager of Gerth-Pacific Adv. Agen- Los Angeles.

RVEY C. SCOTT has been named partner and first vice-president of James Houlihan Adv. Agency, land, Cal.

BERT MORRISON has left J. M. thes Inc., New York, where he was istant to the vice-president in rge of radio and motion pictures, enter the Naval Reserve as ensign. s. Lee Huffman, of the radio de- ment, has taken his place.

RL BROWN, former account ex- ive on the General Mills account r Blackett-Sample-Hummert, Chi- go, on June 14 joins Sherman & nquette as vice-president in charge the New York office, replacing J. n Barnett. Mr. Brown at one time ned and operated his own agency in Moines.

R. & R. Adds Cincinnati

PENING of an office in Cincin- i has been announced by Ruth- ff & Ryan, agents. John L. agro is in charge of the new nch, which is located in the arew Tower. Previous to joining thrauff & Ryan, Mr. Magro was nager of the Cincinnati office of Roy S. Durstine advertising ency. A graduate of Harvard, he s 10 years' experience in the ency field. In addition to the Cincinnati office, Ruthrauff & an, one of the largest agencies the country, maintains offices in York, Chicago, Detroit, St. is, Houston, Hollywood, San ancisco and Seattle.

JOAN CHAMBERLAIN has joined the copy department of Benton & Bowles, New York, having been previously connected with Blackett-Sample-Hummert and other agencies.

HUB JACKSON, former manager of KTHS, Hot Springs, Ark., and sales manager of WCOS, Columbia, S. C., has joined Russel M. Seeds Co., Chicago, as traffic manager, succeeding Monte Randall who has been inducted into the Army. Mr. Jackson is also broadcasting the news programs sponsored by Grove Labs., St. Louis, through the Seeds agency.

LARRY CROWLEY, copywriter of Ruthrauff & Ryan, Chicago, has joined the copy staff of Kenyon & Eckhardt, New York.

JACK M. RAYMOND has been appointed manager of the Montreal office of Kenyon & Eckhardt. Raymond was formerly with Young & Rubicam, Montreal, and N. W. Ayer of Canada.

Howard H. Imray Sr.

HOWARD H. IMRAY Sr., 57, former advertising manager of Eastman Kodak Co. and previously with various agencies, died June 3 in Rochester, N. Y., after a month's illness. Mr. Imray directed the national Whippet campaign for Willys-Overland Co. while with the U. S. Adv. Agency in Toledo, and prior to that was with Frank Presbrey's agency and N. W. Ayer & Son. He leaves a widow and two children.

WALTER SCHWIMMER, partner of Schwimmer & Scott, Chicago, is the composer of the song, "That's What We're Fighting For", which has been recorded by Standard Radio, Chicago, and is to be published in sheet form shortly.

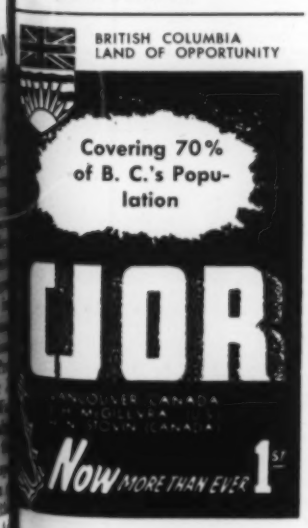
I. R. RILL, former account executive of Alfred Adv., and Director & Lane, New York, has joined Erland Adv., New York, as account executive in charge of new business.

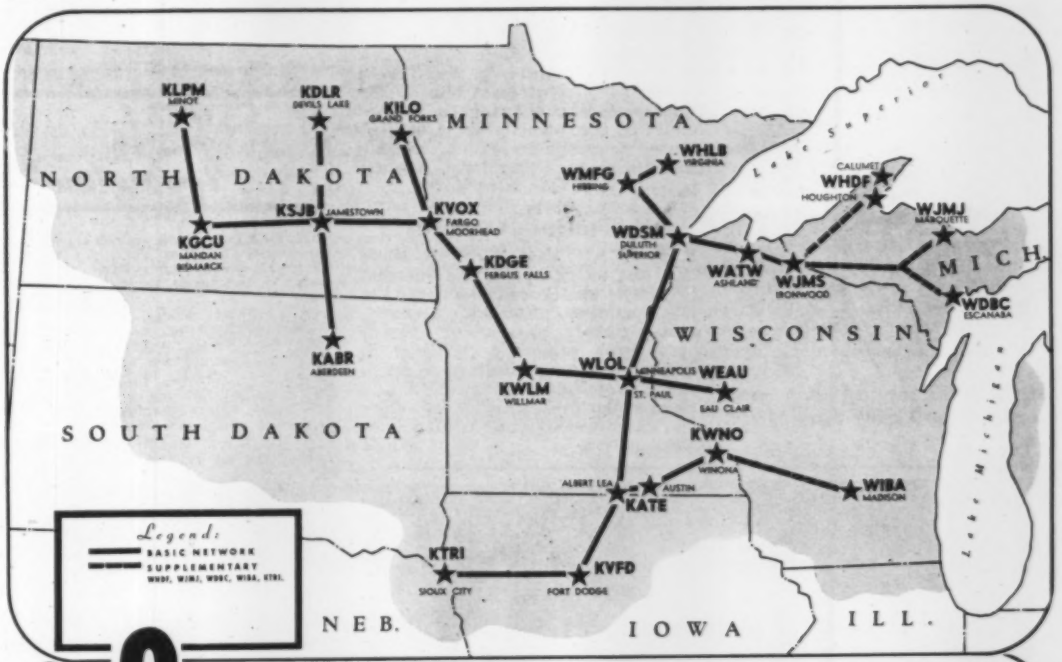
SHERMAN K. ELLIS & CO., Chicago, announced last week that it had resigned from the handling of advertising of E. J. Brach & Sons, Chicago candy manufacturer. Company has used spot radio for its product in the past.

CLARENCE G. DAVENPORT, senior account executive of the McCarty Co., Los Angeles, commissioned a lieutenant in the Field Artillery, has been on leave since June 1.

SHAPPÉ ADV. AGENCY, New York, is reported to have changed its name to Shappe & Wilkes.

LA PORTE & AUSTIN Inc., New York, is reported to have moved to 369 Lexington Ave. Telephone MUrray Hill 5-5113.





GET YOUR SHARE OF 2 BILLION DOLLAR FARM INCOME IN "GOLDEN ACRES"

Farm income last year in the NCBS area . . . "Golden Acres" . . . was $2,113,517 from wheat, dairy and livestock . . . fundamental foods most in wartime demand as always! Get your share of these 2 billion "bread and butter" dollars in one of the world's richest, most stable markets. To help you, NCBS has just completed a valuable survey on the manpower-distribution setup in "Golden Acres": leading food and drug jobbers, their branches and warehouses, number of salesmen, class A and B retailers, products stocked, turnover. Write or phone for this vitally needed survey. IMPORTANT: You can buy the entire NCBS group or any combination of stations desired. Only one transcription needed for any broadcasting plan.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

JOHN W. BOLER, President

New York
8 East 41st Street
Lexington 2-6892

St. Paul, Minnesota
Commodore Hotel

Chicago, Illinois
360 North Michigan Avenue
State 4214

Nichols Named

ROBERT S. NICHOLS, well-known in Pacific Northwest advertising, has been appointed Seattle manager of Howard H. Wilson Co., representatives. Headquartered in the Smith Tower, he also represents Homer Griffith Co., Pacific Coast station representatives and western sales division of the former organizaion. Howard W. Wilson Co. has been appointed national representative of KXA, Seattle; KRLC, Lewiston, Ida.; KWJJ, Portland, and KUJ, Walla Walla. Homer Griffith Co., headquartered in Hollywood, has taken over Pacific Coast sales representation of KODL, The Dalles, Ore.; KBKR, Baker; KHUB, Watsonville, Cal.; KTKC, Visalia.

ALAN REED (Falstaff Openshaw), of the weekly CBS *Texaco Star Theatre*, has been signed for a role in the RKO film, "Revenge".

"Herman! Turn off dot news broadcast on WFDF Flint Michigan!"

MOVIE SPOTS PLUG ARTIST, NOT FILM

DEPARTING from the usual radio promotion of films Republic Pictures Corp., New York, this week launches a spot radio campaign concentrating on the promotion of the film star rather than on the specific picture in which he appears. Roy Rogers, Republic cowboy singer, is featured in the new drive, which will entail the expenditure of well over $20,000 in spot announcements in the Chicago area and the South, starting June 15 and continuing for approximately one month.

By featuring the star, with little or no mention of specific pictures, the schedule is designed to serve as promotion for any one of Roy Roger's films showing in the area covered. In addition, second and third runs will benefit from the promotion. Since Rogers averages about eight pictures a year, it is estimated that at least one of his films would be showing in the vicinity of the advertising. A special billboard campaign will be coordinated with the radio drive. Agency is Donahue & Coe, New York.

Ballantine Acquires

P. BALLANTINE & SONS, Newark, has purchased a half interest in Christian Feigenspan Brewing Co., another Newark brewery, through the acquisition of Feigenspan stock owned by William B. Reilly, president. Ballantine sponsors *Three Ring Time* on CBS, and Feigenspan presents *Pay Off News* 5 times weekly on WOR, New York.

40 INSTRUMENTS for soldiers at an isolated Army post in Alaska were collected in Des Moines through aid of WHO *War Service Billboard* conducted by Bob Burlingame, with additional help from Jack Shelley, WHO news editor. Wanting amateur band, soldier's captain wrote Jack Shields of Des Moines who asked help of WHO. Paul Wendel, music dealer, repaired instruments. L to r: Burlingame, Wendel, Shelly, Shields

AGENCY *Appointments*

S. H. CAMP Co., Jackson, Mich., to J. D. Tarcher & Co., New York, for supports for men, women and children. Radio included in last year's budget. Future media plans not set.

STEIN, HALL & Co., New York, and Stein, Hall Mfg. Co., to Hixon-O'Donnell Adv., New York, for starches, dextrines. Radio not contemplated for the present.

NATIONAL FOODS Inc., Reynoldsville, Pa., to L. E. McGivena & Co., New York, for Marjorie Day spaghetti, macaroni & noodles. Media plans not set.

CONTINENTAL RADIO & TELEVISION Corp., Chicago, to Foreign Advertising & Service Bureau, New York, for export advertising.

CURTISS-WRIGHT Corp., New York, to McCann-Erickson, New York, for general advertising. One-time network program used recently. No radio planned.

COMFOOT PRDUCTS of Chicago to Malcolm-Howard Adv., Chicago. Said to use radio.

BORG-WARNER Corp., Chicago, and its subsidiaries, Borg-Warner Corp., Detroit. Norge division; and Borg-Warner International, Chicago, to Irwin Vladimir & Co., New York, for export advertising. Automotive Products, Household Appliances, Industrial Equipment.

REINHOLD-GOULD INC., New York (paper distributor), to Lawrence C. Gumbinner Adv. Agency, N. Y., for all promotion activities and advertising.

O'ROURKE-EUBANKS Co., San Francisco (Castle hats), to Garfield & Guild Adv., San Francisco. A national campaign will be conducted.

MADISON FOODS, Madison, Ia. (health foods), to Geo. C. Hoskin Associates, Chicago. Health magazines and newspapers will be used.

Church Discs to Latins

SIXTY radio outlets in Central and South America are now carrying the *Voice of Prophecy* program of the North American Radio Commission, radio organization for the General Conference of Seventh Day Adventists. The Pan American Broadcasting Co. of New York City is handling distribution of the transcribed programs in Spanish, Portuguese and English. In Cuba 10 stations of the CBQ net carry the program in Spanish. Brazil has 12 stations using the Portuguese version. Spanish and English are both used in Panama, and English in British Guiana. Program is an extension of religious broadcasts carried in North America by MBS and other stations, totaling 235.

Radiotelegraph Circuits

FIRST DIRECT radio telegraph service between the United States and Accra, African Gold Coast, and Kabul, Afghanistan, have been opened. Admiral Luke McNamee, president of Mackay Radio and Telegraph Co., IT&T affiliate, announced recently. These are the eighteenth and nineteenth international radiotelegraph circuits to be opened by Mackay Radio since the United States entered the war. Circuits now operate to Moscow, Kuibyshev and Khabarovsk in the USSR; Chungking and Kunming, China; La Paz, Bolivia; Bogota, Colombia; Asuncion, Paraguay; Cairo, Egypt; Wellington, New Zealand; Brisbane, Sydney and Melbourne, Australia; Great Britain, Bermuda and Algiers.

50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the National Broadcasting Company and The Blue Network, Inc.

ROCHESTER, N. Y.

National Sales Representative: GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

WBZ

Not Trading in Peanuts' Answers Fly When Questioned About Court Rumor

"I'M NOT trading in peanuts, you know," FCC Chairman James Lawrence Fly commented at his press conference last Monday when asked about published reports that he might be selected for the vacancy on the United States Court of Appeals for the District of Columbia. In responding to a newsman's question about the court job he's supposed to be getting", the chairman neither affirmed nor denied the report, commenting simply that he knew nothing about it.

Meanwhile, several other names have been mentioned in Washington for the court vacancy, created with the appointment of Associate Justice Fred M. Vinson as Director of Economic Stabilization. Among others reported to be under consideration are Solicitor General Charles Fahy and District Judge Bolitha J. Laws, of Washington. A campaign to have a Washingtonian appointed to the bench is under way. Mr. Fly is a native of Texas, but calls Tennessee his legal residence.

Questioned regarding the expiration of the term of George H. Payne, on June 30, and whether he expected any change in the makeup of the FCC, Mr. Fly asserted he had no information along that line. Asked if he had been "consulted by the President" regarding possible personnel changes, he retorted "I have no statement to make on that."

Reports are still current in Washington that one or both of the changes may ensue prior to the end of the month [BROADCASTING, June 7]. Mr. Payne has served on the Commission since its creation in 1934, but was appointed two years later only after a difficult contest. He was named as a Republican.

New Spreckles Series

SPRECKLES SUGAR Co., San Francisco (institutional), on June 21 starts sponsoring the weekly half-hour program of personal experiences, *I Was There*, on 7 CBS Pacific stations (KNX KARM KROY KGDM KOIN KIRO KFPY), Monday, 9-9:30 p.m. (PWT.) Contract is for 52 weeks. Packaged show has Chet Huntley as narrator, with Robert Hafter producer, and Everett Tomlinson, writer. Agency is J. Walter Thompson Co., San Francisco.

Chef Boy-Ar-Dee

CHEF BOY-AR-DEE Quality Foods, Milton, Pa. (spaghetti), will broadcast Army-Navy E award ceremonies on 151 BLUE stations, Tuesday, June 17, at 4-4:30 p.m. Milton Cross will m.c. the presentation awarded to the company for processing rations for the armed forces. Program is under supervision Sam Bartlett, radio director of the agency, McJunkin Adv. Co., Chicago.

Religious Plans

CBS executives and representatives of 10 religious denominations, all members of the Board of Consultants of the CBS *Church of the Air*, met at a luncheon at network headquarters June 10 to discuss future plans for the program. Representing CBS were Douglas Coulter, director of broadcasts; Lyman Bryson, director of education; George Crandall, director of press information; Leon Levine, assistant director of education; Davidson Taylor, assistant director of broadcasts, and Elinor Inman, director of religious broadcasts.

"THE WORLD'S BEST COVERAGE

U.P.

THE WORLD'S BIGGEST NEWS"

NEW IDEAS FOR

METHODS IN MANAGEMENT

● "Do you mean to tell me that a better analysis of Printers' Ink would help me make our advertising profitable during these times?"

"Certainly! Hundreds of its contributors have had the same problems—maybe not in the same business, but P. I. helped them and they in turn offer their experiences to you."

"But we have no product now—only a brand name, and the way things are going, that won't last long."

"That's because you haven't understood the many immediate jobs your advertising can do."

"Printers' Ink again, I suppose?"

"Sure! In recent issues they have illustrated how advertising can help do everything from lifting production to selling bonds. They have shown how it can train help, prolong equipment life, relieve shortages, raise capital, reduce costs and fulfill hundreds of other functions to show immediate profitable results and maintain a brand name for the long pull as well.'

"But the firms they talk about, haven't our problems."

"Yes, I know, your business is different."

Experience has shown that all businesses are different—no two are alike. It has also demonstrated how information about the other man's business particularly with regard to advertising, management and sales has helped to sharpen these selling tools to their present keen-edged efficiency.

No small share in this sharpening process is attributable to the continuing efforts of Printers' Ink to bring new ideas and detailed information of all important selling efforts to the attention of its readers.

This interpretive editorial policy delivering the "know-how" and "know-why" of advertising management and sales provides the vital "difference" that makes Printers' Ink the most quoted voice in the industry.

Printers' Ink

FOR METHODS IN MANAGEMENT . . . *always read, often quoted, never ignored.*

RMA Post-War Planning

(*Continued from page 12*)

substitutes has solved the supply problem. There is a possibility, he said, of converting some of the machine tool manufacturers into subcontractors for radar equipment.

Through the proper channelizing and pooling of materials, through standardization, and through greater production and efficiency, the manufacturers have been able to turn out the tremendous quantity of communications equipment needed for the war effort, he added. The usage of tungsten, for example, of which the vacuum tube industry is the greatest consumer, has been reduced through a study of processing operation. Because of the tungsten conservation and salvage program, twice as many tubes will be produced during the last half of this year than could have been had the program not been in effect.

A problem which will become steadily more difficult, Mr. Ellis said, is that of maintaining adequate labor. In England, where a greater proportion of the men are in the armed services, the radio industry employment average is over 70% women. In this country, the proportion is about 60%.

Research on radar is going forward with expenditures of that all-important function estimated at $80,000,000 annually. Radio research has been organized and intensified in the interest of the war effort, avoiding duplication and expanding in its scope.

Through the remainder of this year and during the first half of 1944, some four billion dollars' worth of radar equipment must be produced.

Frank H. McIntosh, assistant director of WPB Radio & Radar Division in a closed session explained the amendment to the L-265 regulation covering the sale of tubes which will prevent the diversion of tubes into other than civilian hands [BROADCASTING, June 7]. Mr. McIntosh pointed out to the manufacturers that although material had been allocated, the taxed plant facilities had to be considered.

Some of the manufacturers recommended that the batteries now being released through the efforts of the WPB Consumer Durable Goods Division should likewise be marked MR for civilian use. Mr. McIntosh stated that the great problem of seeing to it that the tubes reached civilian hands was primarily one of distribution and not of manufacturing.

Dr. Frederick Latreille, trade conference office of the Board of Economic Warfare, discussed the operation of the Decentralization Plan A, set up by BEW to facilitate the granting of export licenses and at the same time to insure that American products do not fall into the hands of Latin American distributors unfriendly to America. The plan provides for certification by the American embassy in the country to which the goods is to be shipped. The importance of keeping the Latin American channels of distribution open was stressed at the meeting of the RMA export committee. Also participating in the discussion were Kenneth Campbell, BEW; Ralph D. Camp, in charge of exports, WPB Radio & Radar Division; and Franklin Johnston, president of *American Exporter* Magazine.

At the Board of Directors meeting held at the close of the day, Walter Evans, vice-president of Westinghouse, was elected chairman of the transmitter division succeeding G. W. Henyan, General Electric Co., Schenectady; Ray C. Cosgrove was elected chairman of the set division succeeding Ray H. Manson, Stromberg-Carlson Tel. Mfg. Co., Rochester; Thomas A. White, Jenson Radio Mfg. Co., Chicago, chairman of the amplifier and sound equipment division succeeding James P. Quam, Quam-Nichols Co., Chicago. All three along with W. P. Hilliard, Bendix Radio, were elected vice-presidents.

Robert C. Sprague, Sprague Specialties Co., North Adams, Mass.; George Blackburn, Chicago Transformer Corp., Chicago; A. Blumenkrantz, General Instrument Corp., Elizabeth; and Floyd C. Best, Chicago Telephone Supply Co., Chicago, elected to parts division.

The total membership of RMA, which was announced, is now 166, highest in the association's history.

In his annual report to the RMA membership, Paul V. Galvin, RMA president for the past year, and head of the Galvin Mfg. Corp., Chicago, cautioned the manufacturers against advertising "fantastic post-war designs and models. I don't know whether it's excess profits ants in the pants of some advertising men trying to keep busy while their boss is busy on war work. At any rate, this sort of thing should be tempered. If it is not, we will meet a confused buying public in the transition after the war."

Mr. Galvin predicted that although radio has learned many things during the accelerated war effort, these discoveries will not be immediately adopted in postwar receiving sets. Application of these new discoveries to receiving sets may take many years, he said. "I would like to counsel that we be more realistic in our representations to the trade and to the public. The postwar mass market will be a whale of a market if not messed up."

Industry's Aid to War

Reviewing the accomplishments of the radio manufacturing industry in its aid to the war effort, Mr. Galvin reported on RMA activities for the past year, with special reference to the job being done in cooperation with the WPB in regard to receiving tubes.

"Many of you who did a lot of griping back in civilian days about what a lousy business the radio industry was must now feel proud of radio. When we get reports of the splendid synchronization between land, air and sea forces, we know it is radio communications which make this possible."

INTERESTED IN THE CAROLINAS?

INVESTIGATE

WSPA

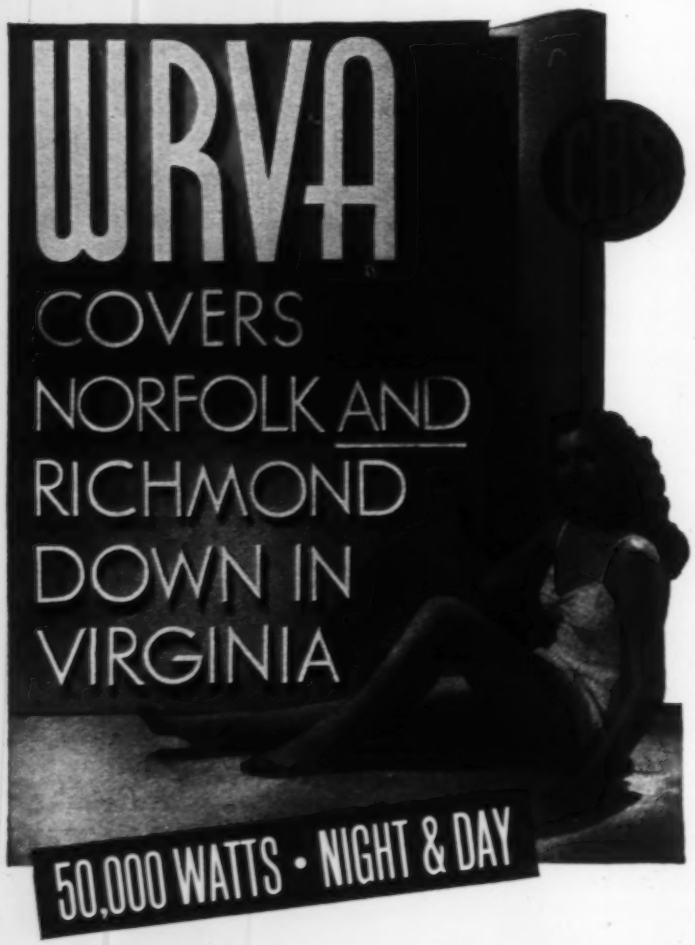
AT

SPARTANBURG

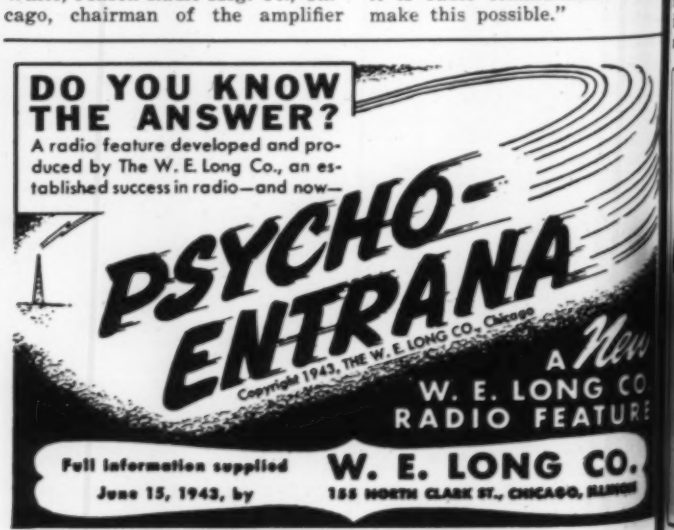
5000-1000 WATTS • CBS

REPRESENTED BY

HOLLINGBERY



PAUL H. RAYMER CO., *National Sales Representative*


DO YOU KNOW THE ANSWER?
A radio feature developed and produced by The W. E. Long Co., an established success in radio—and now—
PSYCHO-ENTRANA
Copyright 1943, THE W. E. LONG CO., Chicago
A New
W. E. LONG CO.
RADIO FEATURE
Full information supplied June 15, 1943, by
W. E. LONG CO.
188 NORTH CLARK ST., CHICAGO, ILLINOIS

Cox Denies Garey FCC Probe Involves Political Implications

TO SET at rest repeatedly published charges that the House Select Committee inquiry into the FCC was politically inspired and that its chief counsel, Eugene L. Garey, is closely identified with James A. Farley, former chairman of the Democratic National Committee, Chairman E. E. Cox (D-Ga.) declared last Thursday that political factors had no bearing whatever upon the inquiry or the selection of counsel.

"The investigation is directed entirely against the FCC," Judge Cox asserted. "It neither has nor serves any collateral or other purpose. The charges made over the years against the activities and abuses of that Commission alone brought this inquiry about.

"There was no other motive or contributing cause that induced the House to order this inquiry to be made by a practically unanimous vote. There was no middle aisle.

"The committee exercised great care in the selection of counsel. Neither politics nor any politician had anything whatsoever to do with the choice of counsel. The exact contrary is true. The need was to find someone whose experience, background and standing would elicit public confidence and who would perform the task with the essential courage and integrity desired by the Congress of an inquiry into the administrative processes of the FCC.

"The entire country was combed; advice was sought from many sources, with the result that Eugene L. Garey was agreed upon as the man best suited for the place. He accepted the assignment as a public responsibility, and at great personal sacrifice. He is an outstanding lawyer, of unimpeachable character and great industry. He is particularly qualified for this public assignment by virtue of his long study of administrative law. He served as a member of the American Bar Assn. administrative law committee and has had wide practice before administrative agencies in the Government. He had never appeared before the FCC and therefore had no prejudice or bias against that Commission or its membership.

"Mr. Garey and his staff, whom he personally selected with the committee's approval, have the full confidence of the committee. The committee has a mandate from the House. It will fulfill its mission without bias, favor or fear."

NAB Research Group OK's Market Data Guide

HANDBOOK of market data was approved in final form at an NAB Research Committee meeting last week. According to Paul Peter, NAB research director, the "Market Data Handbook for Broadcast Stations" will be in the mails by the middle of July. Plans for research during the coming year were made, and future discussion leading to approval of the NAB recommendation, "How to Determine Station Coverage", by the AAAA was arranged.

Committee members who met were J. Harold Ryan, WSPD, Toledo, chairman; Edward F. Evans, WJZ, New York; G. Bennett Larson, WWDC, Washington; John C. McCormack, KTBS - KWKH, Shreveport; Barry T. Rumple, NBC; Frank N. Stanton, CBS; Jack Williams, WAYX, Waycross, Ga., and Mr. Peter, secretary.

AT BROADCASTING STATIONS AND BATTLE STATIONS

—GATES SERVES WELL!

From the pleasant task of supplying a peacetime industry, the men and women of Gates are now at the grim task of turning out communications equipment for our Armed Forces that will stand the gaff in the hour of supreme test. We are proud that Gates equipment is serving our country at the fighting fronts throughout the world with the same trouble-free performance it is serving industry at home.

Our entire resources are at Uncle Sam's command. They include the vast experience gained from over 21 years of serving the broadcasting industry. And while we are producing as never before, the Gates ideals of quality and efficiency are back of every ounce of effort we put forth.

These high standards and the unusual strides we are making in engineering developments will increase the efficiency and lower the costs of the Gates equipment you will want tomorrow.

Our engineering staff stands ready to assist and advise on the maintenance of your present equipment—whether you are Gates-equipped, or not.

Gates

RADIO AND SUPPLY CO.

QUINCY, ILLINOIS, U. S. A.

Manufacturing Engineers Since 1922

BALTIMORE'S BLUE NETWORK OUTLET

WCBM

SPOT SALES, INC.

WWL

NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

"Plug Kendrick says:

RESULTS BRING RENEWALS

Utilities Engineering Institute started WINNvertising in July 1940. They're still with us!

WINN LOUISVILLE with WINN Your BLUE NETWORK STATION in LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Studio Notes

LINE-UP for the *WOR News Theater* quarter-hour program set up by WOR, New York, in realigning its news, music and women's interest broadcasts [BROADCASTING, May 31] consists of three five-minute segments presented by Arthur Van Horn, Frank Knight and Maurice Dreicer in that order. First newscast is given over to factual reporting followed by short biographical sketches of "Names in the News." Concluding portion is given over to a comparison of the day's news with that of other years.

WBRW, Welch, W. Va., and KARK, Little Rock, Ark., have acquired the AP radio news wire from Press Assn.

CKSO, Sudbury, Ont., is expanding its offices and studios in the Sudbury Star Bldg. Three new business offices are being built and a new studio exclusively for handling news and delayed broadcasts. A laboratory for the station's engineering staff is being added.

WSGN, Birmingham, Ala., recently started a class in announcing with 216 attending. Bill Terry, program director, is instructor.

WHIO, Dayton, has changed the times of the entire program schedule to conform with the City Commission's action in switching from slow time back to Eastern War Time.

KOCY, Oklahoma City, owned by Plaza Court Broadcasting Co., has been elected a member of the Advertising Federation of America.

KSAL, Salina, Kan., is making regular broadcasts to help relieve the labor shortage in the area by explaining the availability of war prisoners, interned at Camp Phillips, who can be used for farm labor.

MARY HAMMAN, fashion authority, has started a five-weekly program on household problems on WEAF, New York, titled *Frankly Feminine*.

KMYR, Denver, KGBS, Harlingen, and WSM, Nashville, have taken *Funny Money Man*, transcribed series produced by Allen A. Funt, New York.

WBT, Charlotte, N. C., has turned over three quarter-hour periods each week to station personnel, for the presentation of "surprise" programs in behalf of War Bond sales. Producer of the show doing the best selling job receives an award.

CKSO, Sudbury, Ont., has opened a sales office at 611 Star Bldg., Toronto, with W. J. Woodill, manager of CKSO, in charge.

KGNC, Amarillo, Tex., is broadcasting *Howdy, Soldier*, half-hour show produced and enacted by the enlisted men of Amarillo Army Air Field, on Thursday evenings, and *Your Victory Fund Parade*, heard for a half-hour on Monday nights. Produced by Mrs. Bob McDonald, talent for the show is supplied by volunteers and war plant workers. Orchestra is made up of employes of the Pan-Tex Ordnance plant near Amarillo.

WWL, New Orleans, has changed its pipe organ room in its Roosevelt Hotel studios into a control room, an enlarged engineering workshop and an office for Jefferson Davis Bloom Jr., chief engineer. Portable equipment and other operating parts were used, the expansion becoming necessary because of increased production of live programs.

WDRC, Hartford, is helping to raise funds for a Hartford $5,000,000 hospital building. The station is donating day and night spots for three weeks, in addition to making a sizable cash contribution.

ACCEPTING the second annual Radio Gold Medal Award for outstanding activities in the field of fire prevention is Carl E. George (l), director of operations for WGAR, Cleveland, with presentation made John M. Thomas, newly-elected president of the National Board of Fire Underwriters, sponsors of the award [BROADCASTING, May 31]. Station got a replica of the Gold Medal. Cash equivalent, $500, will be divided between Cleveland chapters of the American Red Cross and USO.

A USO center at the Cincinnati zoo, known as "The Cage Door", is being sponsored jointly by WCKY, the Cincinnati *Post* and the Rotary Club. Programs featuring interviews and telephone calls to and from servicemen and their parents will be broadcast daily from the center.

TALENT provided mainly by staff artists of KLZ, Denver, is used to furnish entertainment in nearby army camps. The KLZ unit was organized by Pete Smythe, production manager, and plays an average of three times a week.

CJLS, Yarmouth, N. S., has published a new rate card, effective July 1.

WNAX, Yankton, S. D., covered the opening of the first Government approved community owned alcohol plant, in Yankton, entertaining visitors from 11 states and climaxing the event with a round table headed by M. Q. Sharpe, Governor of South Dakota, and including notable farm figures.

NEW ENGLAND Hillbillies of WNBC, Hartford, will be heard on the BLUE starting June 14.

IN RESPONSE to an appeal made on an American-Hungarian program on WBYN, Brooklyn, listeners have donated $1,327.50 towards purchase of an ambulance for the Army. Plaque on the ambulance reads: "Donated by WBYN's American Hungarian Victory Program listeners."

"GLOOM DODGERS"

★ BOB HOWARD
★ TINY RUFFNER
★ MORT LAWRENCE
★ DON BESTOR and his fifteen piece orchestra
★ MAURICE ROCCO
★ KAROLE SINGER
★ DON SAXON
★ BARRY SISTERS
★ IRV KAUFMAN
★ ADRIENNE AMES
★ CHARLES MAGNANTE
★ KAY STEVENS
★ JEAN COLLINS

Total weekly TALENT COST $4,700!

$4,700 worth of star talent blended into one gay, informal, showmanship program!

"GLOOM DODGERS"

MONDAY through SATURDAY — 9:00 A. M. to 1 P. M.

Four hours of songs and fun when the major competition is the daytime serial.

You can buy a fifteen-minute participating strip, six days per week, at an amazingly low package price for *TIME* and *TALENT*!

It's a great radio buy!

STATION WHN NEW YORK

NEW YORK 19 N. Y.

All the top NBC Programs
Associated Press News
THE STATION MOST PEOPLE LISTEN TO MOST
in the Savannah Seaboard Market

NBC BLUE TOO

WSAV SAVANNAH

National Representatives:
GEORGE P. HOLLINGBERY CO.

U. S. Free Time Set-up Discriminates, Says KPRO Head, Citing Travel Copy

COMPLAINT of another instance of discrimination against radio resulting from the present free time set-up for war information, has been received from W. L. Gleeson, president of KPRO, Riverside, Cal.

Mr. Gleeson points to the fact that railroad and bus companies are spending money for newspaper and billboard space to discourage unnecessary travel, but get the radio job done free of charge through the efforts of the OWI. How this works to the disadvantage of the stations is revealed in his letter, sent both to BROADCASTING and to Neville Miller, president of the NAB. To quote:

"We have been broadcasting a series of OWI transcriptions appealing to the public to avoid using railroad and bus lines. The copy ... is almost identical with extensive paid advertising appearing locally in newspapers throughout California and in national magazines. Yet the railroads and bus lines are not using radio, to my knowledge, anywhere in the United States to make this appeal. They are getting it free on the radio through OWI.

"Also the railroad and bus companies have an extensive billboard campaign throughout this state, pleading with the public to avoid using public transportation. Yet they have no budget for radio stations because they can get this this same publicity free through the OWI."

Stating that it cost his station $28,300 last year in free time for government announcements, Mr. Gleeson said he did not know of any free service the railroads are performing for the government. Reporting a call he made with the object of securing a share in the business placed in other media, Mr. Gleeson said that a railroad spokesman did not hesitate to say he could see no reason for spending money for advertising when they could get it free through the government. The railroad man said that continuous advertising in publications was deemed to be necessary because they have an editorial policy which on occasion may cause an unfavorable public opinion of the railroads.

Asked if that was true of billboards, the railroad spokesman said it was not, but since they had always used billboards they did not want billboard companies to go out of business. When it was suggested that radio stations might be in a similar position, the smiling answer was: "It isn't necessary for us to advertise in radio. We get it for nothing."

Mr. Gleeson suggests industry action to correct this inequitable situation.

JOHN BLAIR & CO. will represent KXOK, St. Louis, after June 21.

Follows—
"BREAKFAST CLUB"
{Network Sponsor}

Precedes—
"IT'S GLEN AGAIN"
{Local Sponsor}
and "BREAKFAST AT SARDI'S"
{Network Sponsor}

KGO's nine o'clock News is the only open time on KGO for sponsorship between 8 and 10:15 a. m. It is the only 9 o'clock news period on a network station in the San Francisco-Oakland area. See your Blue Spot Representative or wire us direct for details.

KGO
SAN FRANCISCO-OAKLAND

810 K. C. 7500 WATTS
Blue Network Company, Inc.

Quoting Horace L. Hevenor, Pres., Hevenor Advertising:
"Splendidly Done"
referring to results obtained for his client by Betty Lennox on "Household Chats"
WGY
SCHENECTADY, N. Y.
50,000 WATTS

Delivering DEPENDABILITY!

From coast to coast—Blaw-Knox towers are serving America's wartime radio industry—helping to deliver broad coverage, maximum dependability. Helping to maintain a great industry at a peak of public service!

BLAW-KNOX
VERTICAL
RADIATORS
FM & TELEVISION TOWERS

BLAW-KNOX DIVISION
of Blaw-Knox Company
2058 Farmers Bank Building
Pittsburgh, Pa.

Distributor
Graybar
ELECTRIC COMPANY

When you think of
SPOTS...
think of John Blair!

JOHN BLAIR
& COMPANY
NATIONAL STATION
REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

SPEECH BY REP. HEBERT

FOLLOWING is the full text of the address of Rep. F. Hebert (D-La.) before the House Wednesday, June 9:

It seems to me that when we entered this war, one of the major rights for which we were fighting was freedom of speech. Can it be that we are winning the war on foreign fronts but losing it right here at home? On May 10, 1942, the U. S. Supreme Court handed down a decision which seriously threatens the Constitutional rights of freedom of speech in the United States. That decision, with the majority opinion written by Justice Frankfurter, gave the FCC absolute authority to tell any radio station in the United States what it may and may not put on the air.

Unlimited Power

From now on, the FCC holds a power over the broadcasting stations of the United States equal to that of any totalitarian government. No bureau in Washington has ever been given such unlimited powers as prescribed in this decision. From now on the licensee of any broadcasting station, whether he operates a 100-watter or a 5000-watter, had better make sure that the Commission can find nothing about his operation, his personal life, or, possibly even his wife's hats that they might criticize.

In 1934 Congress enacted laws which provided for the federal licensing of radio stations. The purpose of the law, according to those who were instrumental in writing it, was to provide traffic regulations in the field of radio, and nothing else. In order that a standard of regulation might be established, Congress provided that licenses should be issued on the basis of "public interest, convenience and necessity".

In 1941 the Federal Communications Commission issued a set of rules generally known as "Chain Broadcasting Regulations". These rules went far beyond the regulation of frequencies and very definitely inserted the government as a third party in the financial and program arrangements between stations and networks. Two of the networks asked for injunctions and the matter was argued in the lower courts and then taken to the Supreme Court.

Freedom Threatened

On May 10 the Supreme Court, by a 5-2 decision with Justice Frankfurter writing the majority decision, not only upheld the right of the Commission to put these rules into effect, but went so much further in outlining the Commission's power that the question of the rules themselves has become a very minor matter and instead today the entire right of freedom of speech is threatened on every radio station in this country, whether or not it is affiliated with any network.

In the decision Justice Frankfurter said: "But the Act does not restrict the Commission merely to supervision of the traffic. It puts upon the Commission the burden of determining the composition of that traffic". In other words, the Administration, through the Commission, can tell any radio station what its programs shall or shall not be.

Further, in his opinion, Justice Frankfurter stated, in discussing the argument that the Commission is empowered to deal only with the technical and engineering impediments of radio: "We cannot find in the Act any such restriction of the Commission's authority". And he added further: "In the control of the developing problems to which it was directed, the Act gave the Commission not niggardly but expansive powers."

REP. HEBERT

Dangerous Precedent

One editorial states that the Supreme Court accepts Webster's unabridged dictionary as an authority on the definition of words, and in Webster the word "expansive" is defined as "unrestrained". I leave it to you, gentlemen, if this is not the most startling, shocking definition of the rights of our government to dictate to private industry and private life that has ever been granted in the history of this nation. Leading members of the Bar who have studied the deci-

...on of the Supreme Court declare it ...one of the most dangerous precedents ...ver established in this country.

As I said before, the great contro...sy for the past two years has been ...ether or not the so-called Chain ...oadcasting Regulations were wise. ...t today as broadcasters throughout ...e country study the decision of the ...preme Court, they are horror-...icken. The Chain rules are forgot-...n. Today it is a question as to ...ether or not the Government shall ...ctate what kind of program we shall ...ve, who shall speak and on what ...bjects he shall speak, over the broad-...sting stations of the United States.

Broad Hint

Chairman Fly of the FCC, in a re...nt press conference, reacted to the ...dustry of the radio broadcasting in-...stry much as any other totalitarian ...ader would. He says that their fears ...e groundless and brings up the cus-...mary cry of the monopolies. He says ...at any suggestion that the Govern-...ent now controls radio is "hooey". ...e asserts that he aims to "free" ...dio stations to conduct their busi-...ss in a manner in which he, Mr. ...y, thinks best for them.

If the stations accept Mr. Fly's ...otection," if, in other words, they ...e good children, he assures them that ...rations certainly have nothing to be ...raid of". Isn't there a very broad ...nt there that if they don't play his ...me there may be something to fear? ...t is strange that station owners have ...er sought this freedom that Mr. ...y insists on their accepting and that ...ey have in the past thrived and im-...sed on their own simple brand of ...e enterprise.

Cause for Fear

Broadcasters' fear of imminent gov...rnment ownership, control or domi...ation is the fear of a reality and not ...e "hooey" Mr. Fly so lightly calls ...t. What Hitler did to German radio ...s cause for fear in any language and ...ording to the Supreme Court Mr. ...y now has the power to do it even ...re. Mussolini took the same par...al attitude toward his "children" ...f the broadcasting industry in Italy. ...e gave them their instructions just ...e same as he gave castor oil to some ...f his less tractable party members. Chairman Fly now has the power to ...easure out to stations the exact ...ount of "freedom" he or the Ad...inistration wants them to have, ...ther with an eye dropper or a ...ckard, depending on how he feels at ...e moment. Perhaps he will choose a ...efully measured bottle with a rub...r nipple feeding 912 radio stations ...f the United States the way the ...ame quintuplets were fed, while ...e stations remain in an infantile ...tionship to Father Fly.

I hope that every member of this ...dy will study this decision of the ...preme Court and reflect seriously ...on its possibilities. I think that you ...ll agree with me that there is only ...e way to prevent this serious threat ...f the freedom of speech and our way ...f living—that is for Congress to re...rite the radio act in such definite ...rms that it cannot be seized upon by ...e party in power, no matter what it ...ay be, for the chief purpose of direct...g its propaganda and maintaining ...elf in office.

Urges Action

A year ago the Interstate Commerce ...committee of this body studied a new ...dio act known as the Sanders bill. ...o action was taken but when the ...w Congress assembled last January. ...e bill was resubmitted in practi...lly the same form by Representative ...anders. To date, further hearings ...ve not been held.

In the Senate, the White-Wheeler ..., a revision of the 1934 Radio Act, ...s been introduced by Senator Wal...e White of Maine and Senator ...rton Wheeler of Montana. Hearings on this bill are scheduled to start in the very near future. The bill is of such a nature that it would definitely prescribe the powers of the FCC and free the industry of this life and death threat from the Government which now hangs over it. I feel that this is a matter in which Congress should act at once. We will be derelict in our duty if we continue to let any bureau of the Government assume the powers of Congress—in fact, not only the powers of Congress, but a supreme dictatorship in a matter which so clearly affects the lives of every man, woman and child in this country.

TREES AFFECT FM SIGNALS

Milwaukee Measurements Show Volume Declines Due to Effect of Foliage

FOLIAGE of trees definitely influences the volume of FM signals, according to Walter J. Damm, president of FM Broadcasters Inc. and manager of the *Milwaukee Journal* radio properties.

First indications of this phenomenon appeared last autumn, says Mr. Damm, when sudden increases in field intensity appeared in spotty locations. Around W55M, radio adjunct of WTMJ, this was passed off on the supposition that changes being made in the antenna were the cause.

During the winter, according to Mr. Damm, Phil Laeser, chief FM engineer, began a study of the cause and concluded that tree foliage may have been responsible. He noticed that in each case where a receiver was in a home completely surrounded by trees the effect was noticed, whereas in buildings clear of foliage the effect was not apparent. At Mr. Damm's home, with an antenna on a level with the trees, the effect did not appear. At the wooded home of Lou Herzog, WTMJ manager, only a few miles away, however, the effect was quite prominent.

Mr. Laeser selected a number of locations this spring and found that within the 1 millivolt line where there is heavy foliage a drop in signal averaged 15% due to trees. Outside the ½ millivolt line the drop averages 50%. Mr. Laeser made checks periodically as the foliage was coming out on trees and feels he has definitely established this fact.

Navy Radio Shifts

LT. THAYER CUMMINGS, with BBDO, New York, before entering the Navy, has been put in charge of the branch radio section of the Navy's public relations office in New York, replacing Lt. Com. Morgan Reichner, now assigned to the radio section of the public relations office in Washington.

ARTURO TOSCANINI will conduct four broadcasts of the NBC Summer Symphony Orchestra for the Treasury, with studio audiences made up entirely of members of the armed forces. Concerts will be heard in the regular Sunday, 5-6 p.m. period, June 20, July 18, July 25, and Sept. 19.

BMI Managers Meet

THE EIGHTH meeting of Program Managers of stations licensed by BMI was held on Monday and Tuesday of last week at BMI New York headquarters. I. R. Lounsberry, executive vice-president and general manager of WGR, Buffalo, N. Y., and Douglas Coulter, vice-president in charge of programs of CBS, were in attendance during the session.

Sales In Mexico Become Easier Through Our Way

RADIO PROGRAMAS DE MEXICO
LARGEST LATIN AMERICAN BROADCASTING SYSTEM

REACH

—the mass group of listeners in highly productive sections of West Virginia, Pennsylvania, Ohio and Maryland, who—

RESPOND

—to their favorite radio station (WMMN) thus assuring you—

RESULTS

AT THE LOWEST COST PER LISTENER.

—Ask John Blair

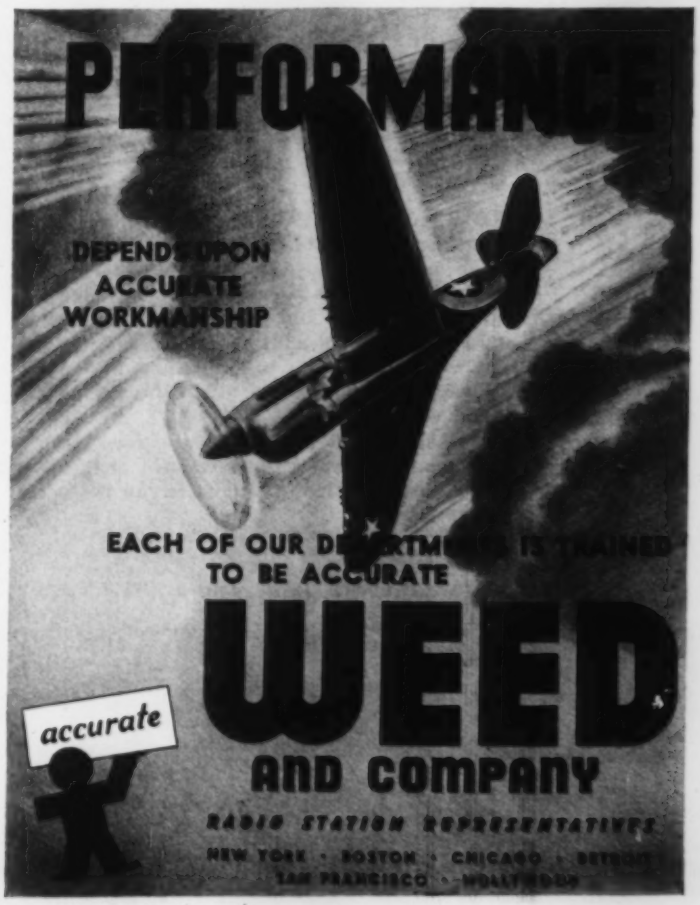
5,000 Watts

A FORT INDUSTRY STATION

COLUMBIA

WMMN

Fairmont, W. Va.


PERFORMANCE
DEPENDS UPON ACCURATE WORKMANSHIP
EACH OF OUR DEPARTMENTS IS TRAINED TO BE ACCURATE
accurate
WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · BOSTON · CHICAGO · DETROIT
SAN FRANCISCO · HOLLYWOOD

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

Philco's 'Radarettes'

SIXTY full scholarships with pay are being provided at Temple University for girls graduating from Philadelphia high schools by the engineering and production departments of Philco Corporation. On completion of course, girls will be known as "Radarettes" and serve as assistants to company's junior and senior engineers. Classes begin June 15, and continue 50 weeks, 40 hours per week. College credit will be given for science and math courses. The announcement released by David Grimes, Philco vice-president in charge of engineering, stated that the training program will continue even if war terminates before courses are complete.

RULE ON TESTING AMENDED BY FCC

TO AID the careful adjustment of equipment and antenna, the FCC on June 8 amended its rules governing stations in the war emergency radio service to provide a two-hour test period on Mondays, Wednesdays and Sundays, and to eliminate the provision which restricts the Wednesday test period to the three month period following date of granting license.

Licensees are permitted to make tests necessary to maintain equipment, make adjustments to insure that apparatus is in operating condition, train personnel and perfect methods of operating procedure. Tests are to be conducted only during certain periods on Mondays, Wednesdays and Sundays. Times on Monday and Wednesday, are Eastern time zone, 10 p.m.-12 mid.; Central, 9-11 p.m.; Mountain, 8-10 p.m.; Pacific, 7-9 p.m. On Sundays, for the four zones respectively, 5-7 p.m.; 4-6 p.m.; 3-5 p.m.; 2-4 p.m. (all times local standard war time).

Allis-Chalmers Games

ALLIS-CHALMERS Mfg. Co., Milwaukee will sponsor two baseball games on the full BLUE network in July, both from the Naval Training Station at Great Lakes, Ill. The first, between the New York Yankees and the Station's team, will be covered July 9; the second, between the Brooklyn Dodgers and the Great Lakes team, will be aired July 27. Both will be broadcast at 2:15 p.m. (EWT), with Harry Wismer announcing. Agency is Bert S. Gittins Adv., Milwaukee.

WORKERS of the Farnsworth Television & Radio Corp., Fort Wayne, were denied last week a 3c per hour increase that had been awarded by a referee. The WLB in denying the raise said the 3c increase would bring Farnsworth to the middle rather than the minimum of the wage bracket for the radio equipment industry in the Fort Wayne area, in conflict with the wage policy outlined in the "Hold-the-Line" order.

PHILADELPHIA Naval Hospital patients are benefiting from the installation of a two-keyboard Hammond electric organ purchased by WIP, Philadelphia, and placed in the recreation auditorium of the hospital for the Monday broadcasts of *Dollars to Doughnuts*, 9:30-10 p.m., sponsored by Sun Shipbuilding and Drydock Co., Chester, Pa.

LICENSED AT 22

Bette Boyer, KXRO, Sought Radio Training

Bette Boyer, licensed operator

LIVING PROOF that young people of ability and ambition can get adequate training for radio jobs in all departments is Miss Bette Boyer, 22, licensed operator at KXRO, Aberdeen, Wash. She is reported not only to understand whys and wherefores of operating, but also to have a voice that has made a hit with sponsors, not to mention abilities as pianist and copy-writer.

Asked the background of these talents, Miss Boyer supplied the following personal history:

Born March 21, Saginaw, Mich., and resided in Minneapolis from Sept. 1928 to May 1943. Attended Radcliffe College, at Cambridge, Mass., where she was broadcast editor of the *Radcliffe News* and director of Radcliffe programs on Harvard Crimson Radio Network. Latter capacity afforded chance at scripting, announcing, accompanying, soloing, acting and finding talent for two weekly shows.

Graduated, Bette returned to Minneapolis to begin as technician-in-training at WCCO-CBS, July 1942. Became control operator at WLB, University of Minnesota. Took 32 weeks ESMWT course in radio fundamentals at U. of M. Third class permit in March, second class phone license in April. Left Minneapolis in May 1943 to join staff of KXRO.

CLEVELAND Pop Concerts will be broadcast by WHK, Cleveland, beginning June 19 every Saturday 8:30 to 9 p.m. Series will be carried on Mutual network with Leslie F. Bo as announcer. Cleveland artists will feature first two concerts. Orchestra is under direction of Dr. Rudolf Ringwall.

Order Disc Series

AN INCREASE of 75% over normal weekly June billings is reported by Charles Michelson, New York, for disc shows. A total of 15 new accounts came in during a three-day period, it was stated. Five stations to run for *The Shadow* were WWNC, WRAL, KALB, KOL and WTOC. *Liberty Short Stories* was taken by KSTP, WSIX and KGU. WGBI has taken *My Prayer Was Answered*. New subscribers for *Smilin' Ed McConnell* include WRAL, KHQ, WDAF, KVI and WWNC. Corn Products Refining Co. will sponsor *Life of Mary Sothern* on KGU, Honolulu, for Karo.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

** Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX
New York
5000 Watts

FOR OFFENSE
FOR DEFENSE
Buy U.S. Bonds Today!

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

Amusement Tops Food as Sponsors, WOR Tabulation of Accounts Reveals

NAL tabulation of WOR ac-nts, released by Sales Manager gene S. Thomas, reveals that rtisers in the entertainment topped all others, including food industry, usually a peren-leader. Amusement was the of three times more new ac-on the New York station g the first five months of 1943 during the same period last , the report showed [BROAD-NG, June 7]. Food accounts also up, however, exceeding of last year's first five months 5%.

New accounts using WOR this year total 127, as compared to 99 last year, with 20.5% coming from amusements, and 19% from food, followed in order by drugs, soaps and cleansers, publications and household supplies in a list of some 19 classifications. Slight increases are noticeable in the number of new accounts in the clothing, beverage and drug groups, while the number of new advertisers in the tobacco, confections and hotel and restaurant industries has decreased somewhat. Following is a breakdown of WOR's new accounts according to industry:

	1943	% of Total	1942	% of Total
ment	26	20.5	9	9.1
	24	19.0	18	18.2
	15	11.0	12	12.1
& Cleansers	10	8.0	9	9.1
ations	9	7.1	7	7.1
sehold Supplies	6	4.7	6	6.1
	6	4.7	3	3.0
erages	5	4.0	2	2.0
al Establishments	2	1.6	1	1.0
ks & Financial	3	2.4	5	5.1
ic Utilities	2	1.6	0	.0
ational	5	4.0	3	3.0
	3	2.4	7	7.1
ls & Restaurants	1	.8	6	6.1
rts	1	.8	1	1.0
eties	4	3.2	3	3.0
netics	2	1.6	2	2.0
fections	0	.0	2	2.0
ellaneous	3	2.4	3	3.0
	127	100.0	99	100.0

KWJB Sale Sought

S BROADCASTING Co., Bart-T. Sims, president, last week ed the FCC for permission to gn the license of KWJB, Globe, ., voluntarily to the Gila Broad-sting Co. for $20,000, with $5,000 n and $15,000 to be paid when e transfer is granted. KWJB rates on 1240 kc. with 250 watts. The Gila Broadcasting Co., head-by L. F. Long, theatre owner of ford, Ariz., is the owner of LU, Safford. Mr. Long would e 100 shares, or 50%. Earl t, vice-president of the Gila , would have 10 shares, or ; Spencer Kimball, secretary-surer, and Safford insurance real estate man, would have shares, or 10%; Jesse Udall, ford attorney, 10 shares, or 5%; t Greenhalgh, vice-president, in the insurance and real te business in Safford, 20 es, or 10%; John Merino, a tor of Gila, 40 shares, or 20%.

Three Station Licenses Extended Six Months

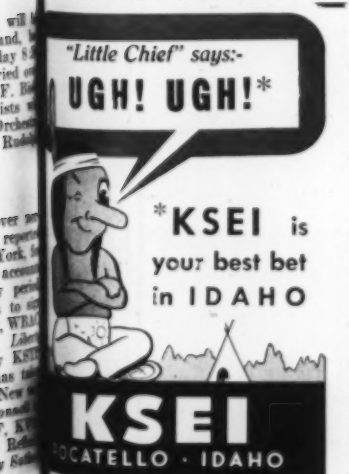
OUTSTANDING temporary licenses for WDSU, New Orleans, WMIS, Natchez, Miss., and WGRM, Greenwood, Miss.. were extended last week by the FCC for six months from April 21, or until Oct. 21, 1943, by an order making final its proposed findings of April 21.

Proposed findings of the Commission resulted from consolidated hearings begun in August 1932 on applications by the three stations for renewals of their licenses, the hearings being ordered because of certain alleged violations of FCC engineering rules. The Commission concluded that if during the six-month period of the temporary licenses "no violations of the law or the rules and regulations of the Commission are disclosed, that licenses on a regular basis should then be issued to them."

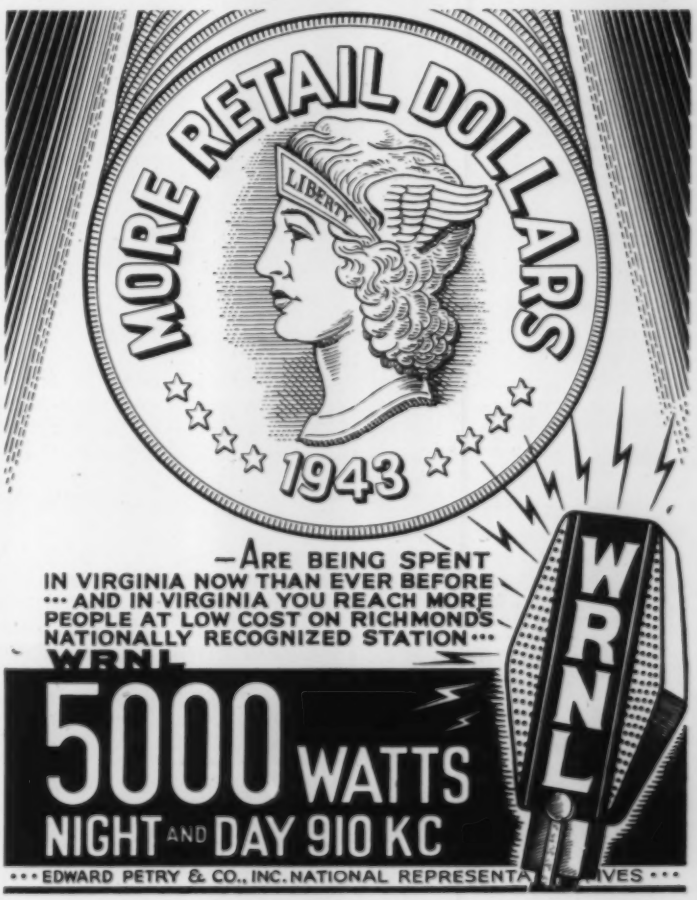
The case would be opened for introduction of new evidence should new violations occur and the cases finally decided on the enlarged record. Application of WDSU to reinstate its construction permit for increased power and directional antenna, the equipment being already on hand, is to be granted if the regular license is granted next October.

WCBT Transfer

J. WINFIELD CREW Jr., owner of WCBT, Roanoke Rapids, N. C., has applied to the FCC for a voluntary transfer of his license to WCBT Inc., of which S. E. Crew, is president, and W. Lunsford Long, vice-president and treasurer, each to hold 60 shares of stock or 30%. J. Winfield Crew Jr., now in the Army, would receive $10 and 80 shares of stock. Mr. Long is a law partner of Mr. Crew, whose relationship with S. E. Crew was not stated in the application.



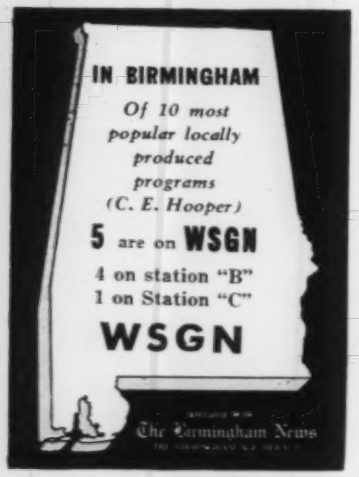
You're Not Seeing Double
PEACE . . . . WAR
. . . It's the "two-in-one" Dayton market for profitable all-time coverage. In war and peace the Dayton market is highly profitable always . . . and always covered by station WHIO. That's because Miami Valley folks are always busy on farms and in industry . . . and are always faithful to the station that carries top-notch local shows plus Columbia's best. Assure sales today and tomorrow—use the station that represents this profitable "two-in-one" market!
WHIO IS THE DAYTON MARKET
5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives


MORE RETAIL DOLLARS
LIBERTY
1943
—ARE BEING SPENT IN VIRGINIA NOW THAN EVER BEFORE ··· AND IN VIRGINIA YOU REACH MORE PEOPLE AT LOW COST ON RICHMONDS NATIONALLY RECOGNIZED STATION···
WRNL
5000 WATTS
NIGHT AND DAY 910 KC
···EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES···

First on New York's Dial...570

wmca

America's Leading Independent Station


IN BIRMINGHAM
Of 10 most popular locally produced programs (C. E. Hooper)
5 are on WSGN
4 on station "B"
1 on Station "C"
WSGN
The Birmingham News

CHNS

THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

5000 WATTS · 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH · JEWISH · ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N.Y.

Senate Hearing Set for Autumn

(*Continued from page 11*)

set, pressure was being exerted from high places, it is understood, to block the proceedings. Chairman Cox, nevertheless, reiterated his intention of calling public hearings before the month is out.

A Congressional recess in July would not necessarily mean cessation of the Cox committee inquiry. The committee is empowered to hold sessions at all times and at any place. While committee members might not be disposed to remain in Washington during the sweltering summer, it is entirely possible that the proceedings, once under way, will continue for some time. Meanwhile, the committee staff, headed by Eugene L. Garey, has been examining witnesses from the FCC and the industry regarding the Commission's operations and dealing with the stewardship of commissioners themselves and Commission employes, past and present.

Watson-Dodd Status

On another Washington radio front, the issue of whether the FCC should dismiss two officials of the Federal Broadcast Intelligence Service—Drs. Goodwin Watson and William E. Dodd Jr.—because of alleged affiliation with Communist front organizations, found Senate and House sticking to their original position. The House conferees on the Deficiency Appropriation Bill, containing the rider to oust these two employes, rejected the Senate provision to reinstate them by a voice vote last Tuesday. The Senate, by a 69-to-0 vote, the following day instructed its conferees to adhere to the ouster refusal.

No action was taken last week on the petition of FCC Commissioner C. J. Durr, seeking to disqualify Chairman Cox as a member of the investigating committee on grounds of "bias." The petition, submitted to Speaker Rayburn who had referred it to the Judiciary Committee, and followed up last week with an identical letter to members of the committee, still appeared pigeonholed. It was thought the almost unprecedented move would die with the Congressional recess.

In New Deal circles, the report was current that the FCC investigation might be dropped indefinitely because there was "too much dirt" on both sides. That got no confirmation, however, except in areas close to the FCC majority.

In an editorial last Friday, the *New York Times* attacked the Supreme Court opinion emphasizing the Frankfurter passage holding that Congress put upon the Commission "the burden of determining the composition of that traffic" in concluding that the act did not restrict the Commission merely to "supervision of the traffic." Inquiring whether this meant that the Commission has the power to decide what may and may not be broadcast by stations, the editorial said the question should be answered "and answered in the negative" by Congress itself, in its capacity as creator both of the Communications Act and the Communications Commission.

Laws relating to fraud, libel and obscenity and the disclosure of military information in wartime must be enforced, the editorial said. The possible implication of the Court's decision with respect to the regulation of the contents of programs "deserves the attention of the Senate Committee at the forthcoming hearings," the *Times* stated.

House Action Urged

The opening gun in the new Congressional uprising against the FCC and the drive toward new legislation came last Wednesday with an address on the floor of the House by Rep. F. Edward Hébert (D-La.), attacking the Supreme Court decision and striking at the FCC's domination of radio as "equal to that of any totalitarian government." (See text on page 50).

Promptly following Rep Hébert's address, Rep. Pehr G. Holmes (R-Mass.), who reintroduced the Sanders bill this season, issued a statement urging remedial legislation at this session. In no uncertain terms, the Massachusetts Congressman, a member of the House Interstate & Foreign Commerce Committee, charged with radio legislation, strongly urged action at this session.

Rep. Hébert cited the FCC as having unlimited powers under the Supreme Court decision and held that the entire right of freedom of speech is threatened on every station in the country, whether independent or network affiliate. He called attention to the passage in the Frankfurter opinion putting upon the Commission the task of "determining the composition of that traffic" over the air, asserting it gives the Commission program control.

Calling the opinion one of the "most dangerous precedents ever established in this country," Rep. Hébert, a former newspaper editor, attacked Chairman Fly's stewardship and likened his methods to those of the dictators. Chairman Fly has said, he asserted, that if stations accept his "protection" they have nothing to fear.

"Isn't there a very broad hint that if they don't play his game they may have something to fear?", he asked.

The industry's fear of "imminent Government ownership control or domination is the fear of a reality and not the 'hooey' Mr. Fly so lightly calls it," said the Louisianan.

Mr. Hébert called for Congress to rewrite the radio act in such definite terms that it cannot be seized upon by the party in power, no matter what it may be, for the chief purpose of "directing its propaganda and maintaining itself in office." Congress would be derelict in its duty "if we continued to let any bureau of the Government assume the powers of Congress—in fact, not only the powers of Congress but a supreme dictatorship in a matter which so closely affects the lives of every man, woman and child in the country."

Rep. Holmes asserted he was thoroughly in accord with his Louisiana colleague's comments and added "it is about time we took drastic steps to curb the Commission."

"It was never the intent of Congress to authorize the Commission to conduct the radio business."

Declaring he would press for speedy action on his bill to curb the powers of the FCC, Mr. Holmes indicated the matter would be broached to the Interstate Commerce Committee shortly. A subcommittee for communications already has been authorized, but its membership has not yet been completed.

High Politics?

TALK of high politics involving the House Select Committee investigation of the FCC, drawing in the Roosevelt-Farley controversy, got a set-back the other day. It develops that Franklin D. Roosevelt Jr., son of the President, served his legal apprenticeship in the New York office of Eugene L. Garey, Chief Counsel of the House inquiry. Young Roosevelt, now a lieutenant in the Navy, was hired by Mr. Garey in July, 1940 upon graduation from the law school at the U. of Virginia. The following fall, however, he left the office and was called to active duty by the Navy, in which he held a reserve commission as Ensign.

AP RADIO NEWS WIRE has been acquired to expand news coverage of the following stations: WEBR, Buffalo; WHDH, Boston; KOTN, Pine Bluff, Ark.

THE INDUSTRIAL GATEWAY to the RICH TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.

50,000 WATTS

PAUL H. RAYMER CO.

NATIONAL REPRESENTATIVES

NAB Small Stations Committee Asks Group Selling, Sponsored OWI Shows

STRIKING at discrimination against radio, the Small Market Stations Committee of the NAB, in a two-day session in Washington on Thursday and Friday, called on OWI to consider plans for preparation of announcements and programs available for sale to advertisers. Canvassing the whole matter of problems confronting so-called "loser" stations in the smaller markets, the committee:

(1) Authorized a study of possibility of group selling of all small market stations, in which communities of 50,000 or less population would be grouped.

(2) Objected to the use of Government funds for paid advertising as proposed in the Bankhead bill, concluded that if the bill passes, $30 million dollars should be distributed among all media in proportion to use by private industry.

(3) Urged appointment of an advisory committee by Secretary Morgenthau to handle allocation of war bond advertising funds, with representatives of each of the advertising media, such as NAB, 4A's, and Outdoor Advertising Inc.

(4) While indicting Government agencies and departments for discrimination against radio, expressed its thanks to Secretary Ickes for the "Buy Coal Now" campaign sent to fuel merchants who were urged to use local stations on paid time.

Marshall H. Pengra, KRNR, Roseburg, Ore., chairman, said stations in general and small stations in particular have given more free time and talent, in proportion to their available facilities, than any other medium in furtherance of the campaigns in war information.

Attending meeting were James R. Curtis, KFRO, Longview, Tex.; Robert T. Mason, WMRN, Marion, O.; and William B. Smullin, KIEM, Eureka, Cal. Lewis H. Avery, director of the department of broadcast advertising of the NAB, served as secretary.

Mr. Pengra said the committee felt it was time for OWI to "cease their discrimination against radio and for private industry to bear its "fair share of the dissemination of essential information to the public on a paid advertising basis." He added the committee thought OWI should make certain that the private industries involved in future campaigns shall have made reasonable and widespread use of radio on a paid basis before the Government requests free time.

Committee members, based on surveys prior to the meeting, said the manpower situation is more acute at small stations than at the larger ones. Mr. Smullin urged a resolution requesting War Manpower Commission to recognize the vital service of small stations to the war effort, so they shall be permitted to keep two or three key persons to continue operation without interruption. He said many small stations have had more than 100% turnover of personnel within the last year.

FCC Chairman James Lawrence Fly last Monday, in commenting on the small station situation, said he agreed with the view that if a newspaper subsidy plan is approved, radio wants to be in on it, but radio in the first instance is against a subsidy. Declaring he hoped the subsidy plan would be kept in a secondary position he said that for the ultimate good of the industry, it must be kept free from Government control and Government influence over programs.

Grocers Are Opposed to Grade Labeling Plan

OPPOSITION to grade labeling, government subsidies and rationing of any but basic foods was registered by the Grocery Manufacturers of America in an eight-point food control program "declaration of principles" adopted at the closed session of the groups two-day off-the-record conference, held June 3 at the Waldorf-Astoria, New York.

The GMA urged that all Government authority over food production and distribution be consolidated in the War Food Administrator. Finally, the declaration stated: "The Government should not propose or use any war legislation to make an unsound reform of food production and distribution, such as that involved in the required grade labeling of food."

Standard Brand Serial

STANDARD BRANDS, New York, which sponsors *The O'Neills* five times weekly on NBC 10:15-10:30 a.m., on June 21 substitutes a new serial by Sandra Michaels, *The Open Door*. The program will plug Chase & Sanborn coffee with hitchhike announcements for Royal Baking Powder and Stams. Series will be heard on 124 NBC stations, with a repeat at 12 noon. Agency is Ted Bates Inc., New York, which handles Royal products and Stams.

NAB's Kittens

WHILE the NAB board, meeting in extraordinary session in Washington June 4 on the legislative picture, was "having kittens" in the board room, the real McCoy happened in the basement at NAB headquarters. A stray cat crawled in and had a litter of four—promptly named by the staff "MBS, CBS, NBC and BLUE." It happened on a pile of Lew Avery's Bureau of Radio Advertising brochures. One wag observed that was anesthesia enough.

Funds Provided to Carry WNYC for Another Year

CONTINUED operation of WNYC as a municipal station by the City of New York for another year was assured May 10 when the City Council included the station's budget of $106,000 in the city appropriation for 1943-44. The Council had previously eliminated this item from the budget in a general economy move which was vetoed by Mayor La Guardia, but although the Council over-rode the veto to restore many of its budget slashes, the final measure includes the station appropriation. After the earlier action, numerous individuals and organizations, including Joseph Lang, General Manager, WHOM, Jersey City, and H. V. Kaltenborn protested.

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC.
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

Sales are SOARING in ALBANY, GA.
WGPC
1450 KC CBS
Represented by SPOT SALES Inc.

NAMES MEAN SOMETHING

ANOTHER W. E. LONG CO. RADIO SHOW

Human...Entertaining...Intriguing, this special radio feature has been on WWSW, Pittsburgh, over six months for the Braun Baking Co.

Hear it also over WOV, New York City.

YES... YOU CAN BUY IT.
Inquire of:

THE W. E. LONG CO.
155 North Clark Street . . . Chicago

It's Always FairWeather

There are no dull seasons in Winston-Salem. They make it and spend it the whole year 'round. Yes and they're guided in their spending by WAIR, one of the dangest sales producers this side of the equator.

WAIR

Winston-Salem, North Carolina

AP

WBRY, Waterbury, Conn.

. . . "Washington Inside Out" sold the day it started.

Walter Howard, Program Director.

available through

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza

New York, N.Y.

WFBG

ALTOONA, PA.

Complete Coverage

NBC affiliate and BLUE Network

19 years in the public service

HEADLEY-REED CO.

National Representatives

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JUNE 5 TO JUNE 11 INCLUSIVE

Decisions . . .

JUNE 8

Extended six months temp. licenses for operation of WDSU, New Orleans, WMIS, Natchez, Miss., KGRM, Greenwood, Miss.

WKBN, Youngstown — Granted license cover CP as mod., with conditions.

WKZO, Kalamazoo, Mich.—Granted mod. license change time of DA use from 5 p.m. to 9 a.m., CST, instead local sunset to sunrise.

WFCI, Pawtucket, R. I.—License renewed for regular period.

Blue Network Co.—Authority extended to transmit programs to CFCF, CBL and Canadian Broadcasting Co.

KOA, Denver—Denied petition postponement hearing and motion of WJW to dismiss petition for rehearing on application of WHDH, Boston, for CP, and WJW, Akron, for mod. of CP, till cessation of hostilities.

W8XO, Cincinnati—Denied petition for rehearing against Commission action denying Crosley petition to dismiss without prejudice its application for license renewal for W8XO.

Applications . . .

JUNE 9

WINS, New York—Mod. CP for power increase, change hours, etc., to extend completion date.

WSLS, Roanoke, Va. — Mod. license change 1490 kc. to 1230 kc. amended change from 1230 kc. to 1240 kc.

WCBT, Roanoke Rapids, N. C. — Vol. assgt. license to WCBT Inc.

WAPO, Chattanooga — Invol. assgt. license to Joda Patterson executrix of estate of W. A. Patterson, deceased. Vol. assgt. license to Joda Patterson, Ramon G. Patterson and Louise Patterson Pursley, d-b as WAPO Broadcasting Service.

WAEA, Chattanooga — Same.

Tentative Calendar . . .

KWJB, Globe, Ariz.—Vol. assgt. license to Gila Broadcasting Co.

KRBA, Lufkin, Tex. — Hearing in Lufkin on license renewal; vol. assgt. license, to Darrell E. Yates (June 14).

KMTR, Los Angeles — License renewal (June 15).

WCOP, Boston—License renewal (June 16).

in the CONTROL ROOM

JOHN THARPE, formerly of WJBY, Gadsden, Ala., has joined KGVO, Missoula, Mont., as relief operator.

CARL A. FRISCHE has been named Chief Research Director of The Sperry Gyroscope Co., succeeding Hugh Willis, who is now general sales manager of the company. Mr. Frische has had full charge of research engineering and now takes charge of the firm's Garden City, L. I. laboratory.

JOHN E. DICKERSON, former radio field engineer with the Signal Corps, has joined the control staff of WCKY, Cincinnati. He is consulting radio engineer for Covington, Ky., where he lives, and is trained in aviation radar.

HARRY SANDERS, control room operator of CKY, Winnipeg, has joined the Canadian Army.

WILLIAM ERICKSON, engineer, and Jeri Foster, audience mail department secretary, of KFI-KECA, Los Angeles, were married in Kingman, Ariz., on May 30.

FRANCIS (Jake) HIGGINS, former general manager of WDAN, Danville, Ill., has joined KOY, Phoenix, as chief engineer. He replaces Bob Thompson, now with Western Electric Co., New York.

GEORGE THOMPSON has replaced "Dick" Edmondson, recently inducted into the Navy, as engineer at WELI, New Haven.

HAL CUPPS, engineer of WHK-WCLE, Cleveland, is leaving to join the Fisher Bomber plant. Bert Berg, from Chicago has joined the engineering staff.

JIM SUMMERS, engineer of KPO, San Francisco, is the father of a girl.

PAUL HEIKILLA, studio operator of CKSO, Sudbury, Ont., has been appointed studio engineeer.

LYLE POPE, transmitter engineer of CKBI, Prince Albert, Sask., married recently and resigned to take another position on the Pacific coast.

NEVILLE ROBINSON, formerly production expediter of Plomb Tool Co., Los Angeles, has joined Universal Microphone Co., Inglewood, Cal., in a similar capacity.

Join WSM Staff

DEAN UPSON has joined WSM, Nashville, as commercial manager and C. Lester Barnard has been appointed publicity director. Upson has been in radio since 1926, both with NBC and CBS. Barnard was with the Nashville *Tennessean* before joining WSM.

WTOP, Washington, last week aired a new program, *Claire de Lune*, 15 minutes of poetry and organ music Monday through Saturday nights, 11:45-midnight, and added the 15-minute transcribed American Express sponsored *Checque Your Music* programs to the schedule, Tuesday and Thursday nights at 10:45.

Network Accounts

All time Eastern Wartime unless indicated

New Business

PRINCE MATCHABELLI Perfumery Inc., New York (Stradivari perfume), on June 20 only sponsors Paul Lavalle and Stradivari orchestra on 117 CBS stations, Sun. 2-2:30 p.m. Agency: Morse International, N. Y.

CONTI PRODUCTS Corp., New York (soap, shampoo) on June 3 discontinued *Treasure Hour of Song* on 9 MBS stations, Thurs., 9:30-10 p.m. and on June 13 started *Memo For Tomorrow*, with Charles Hodges, Alois Havrilla, on 9 MBS stations, Sun., 10:45-11 a.m. Agency: Bermingham, Castleman & Pierce, N. Y.

CHEFBOY-AR-DEE Quality Foods, Milton, Pa. (spaghetti), on Tuesday, June 17, will sponsor a one-time broadcast of Army-Navy E award, 4-4:30 p.m. on 151 BLUE stations. Agency: McJunkin Adv. Co., Chicago.

GILLETTE SAFETY RAZOR Corp., Boston, on June 11, 10 p.m., sponsors Sammy Angott-Henry Armstrong boxing bout on 211 MBS stations. Agency: Maxon Inc., N. Y.

SEABOARD FINANCE Co., Los Angeles (investments), on June 15 starts for 52 weeks, *Seaboard News*, on 4 Don Lee Cal. stations (KHJ KFXM KPMC KGB), Mon. thru Fri., 7:15-7:30 p.m. (PWT). Agency: Smith & Bull Adv., Los Angeles.

ALLIS-CHALMERS Tractor Division, Milwaukee, on July 9 only sponsors Great Lakes Naval Training Station—New York Yankees baseball game on 156 BLUE stations, 2:15 p.m. and on July 27 only sponsors Great-Lakes-Brooklyn Dodgers game on 156 BLUE stations, 2:15 p.m. Agency: Bert S. Gittins Adv., Milwaukee.

NABET MAY REFUSE 2-YEAR NBC PACT

WITH NBC offer of 5% pay increase for engineers effective until the end of 1943, and an additional tilt to 7½% for studio engineers and 5% for supervisory groups, for the following year still not accepted by the National Assn. of Broadcast Engineers & Technicians, wage negotiations which began in late May at New York have apparently fallen through.

It is expected the NBC proposal of a contract running to the end of 1944 will be turned down. Union officials are not of a mind to sign contract for longer than a one-year period. NABET had asked for cost-of-living increases of 10%. The present contract remains in force until the end of 1943. New negotiations may be opened in November.

BLUE Network negotiations for a similar contract will also be postponed until the regular contract renewal period, according to J. H. Brown, Hollywood NABET president and chairman of the union's negotiating committee [BROADCASTING, May 31].

Renewal Accounts

BRISTOL-MYERS Co., New York (Vitalis), on June 30 renews for 52 weeks *District Attorney* on 140 NBC stations, Wed., 9:30-10 p.m. Agency: Pedlar & Ryan, N. Y.

BRISTOL-MYERS Co., New York (Ipana-Sal Hepatica), on June 30 renews for 13 weeks *Time To Smile*, to be replaced June 30 for 13 weeks by *Date With Judy* on 140 NBC stations, Wed., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Swan soap), on July 9 renews for 13 weeks *Tommy Riggs & Betty Lou*, on 11 NBC stations. Fri., 10:30-11 p.m. Agency: Young & Rubicam Inc., N. Y.

LADY ESTHER Co., Chicago (cosmetics), on July 12 renews for 13 weeks, *Screen Guild Players* on 117 CBS stations, Mon., 10-10:30 p.m. Agency: Pedlar & Ryan Inc., N. Y.

GENERAL FOODS Corp., New York (Maxwell House coffee), on July 8 renews for 52 weeks *Maxwell House Coffee Time* on 130 NBC stations, Thurs., 8-8:30 p.m. (summer hiatus, June 24-Aug. 26), and on July 1 renews *The Aldrich Family* (Postum) on 130 NBC stations, Thurs., 8:30-9 p.m. (summer hiatus, July 8-July 29). Agencies: Maxwell House, Benton & Bowles; Postum, Young & Rubicam, N. Y.

PHARMACO Inc., Newark, N. J. (Feen-A-Mint), on June 25 renews for 52 weeks *Double or Nothing* on 211 MBS stations, Fri., 9:30-10 p.m. Agency: Wm. Esty Co., New York.

PACIFIC COAST BORAX Co., New York (20-Mule Team Boraxo, Borax Flakes Borax), on July 1 renews *Death Valley Days* on 60 CBS stations, Thurs., 8:30-8:55 p.m. (rep., 11:30-11:55 p.m.). Agency: McCann-Erickson, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on June 28 renews for 52 weeks *Ma Perkins* on 130 NBC stations, Mon. thru Fri., 3:15-3:30 p.m. Agency: Blackett-Sample-Hummert, Chicago.

LEVER BROS., Cambridge, Mass. (Rinso) on July 7 renews for 13 weeks, *Mayor of the Town* on 119 CBS stations, Wed., 9-9:30 p.m., with West Coast rpt, Wed., 9:30-10 p.m. (PWT). Agency: Ruthrauff & Ryan Inc., New York.

Network Changes

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate toothpowder), on June 20 adds 40 CBS stations to Judy Canova, *Rancho Canova*, making a total of 117 CBS stations, Tues., 8:30-8:55 p.m. Agency: Sherman & Marquette, Chicago.

MILES LABS., Elkhart, Ind. (Alka-Seltzer and vitamins), on June 20 adds 35 BLUE stations to *Quiz Kids*, making a total of 109 BLUE stations, Sun., 7:30-8 p.m. Agency: Wade Adv. Agency, Chicago.

S. C. JOHNSON & SON, Racine, Wis. (floor wax), on July 6, instead of June 6, replaces *Fibber McGee & Molly* with Jan Nesbitt's *Passing Parade* on 140 NBC stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

nouncer—5 kw. basic network station, major mid-western market, needs staff announcer who wishes to specialize in sports. Prefer man now employed small station seeking advancement. Excellent opportunity, good salary and pleasant surroundings offered high grade, reliable man. Box 722, BROADCASTING.

gineer—For 5 kw. station. $42.50 for 40 hours. Permanent. Send draft status, experience, picture with first letter. Box 722, BROADCASTING.

nouncer—Good voice and able to use typewriter. Must be of good character and willing to develop into all around man. 4F in draft. Previous experience unnecessary but desired. Progressive 250-watt Arkansas MBS station. Good, steady (not inflation) pay assured. Send voice transcription and details pertaining to background. Box 725, BROADCASTING.

nsmitter Operator Wanted—Single 4-F 1st or 2nd class licensee who wants good pay while he gains experience. WOLF, Syracuse, New York.

ectrician—Permanent position for man with a family. Network station. Write us for full details. Give your qualifications. Address Technical Manager, Radio Station WFDF, Flint, Michigan.

perienced Announcer-Program Director—For 10,000-watt Southern station. Give full particulars. Box 728, BROADCASTING.

ll Exempt Remote Studio Manager—City of 80,000, middle west. Sales and announcing. Salary and commission. Manager, KVAK, Atchison, Kansas.

perienced Salesman—For network affiliate. Not in a defense area, not a fill-in job. Opportunity for right man. Reply to J. M. Smedley, Commercial Manager, WCMI, Ashland, Kentucky, or Huntington, W. Va.

ined First Class Operator—Minimum two years' diversified experience. Union pay scale and good working conditions. State full details first letter. WHBF, Rock Island, Illinois.

nouncer—No experience necessary. Give personal details, draft status, age, etc. Apply Box 737, BROADCASTING.

dio Manager—By regional network affiliate in southwest to replace present manager subject to draft. Write Box 736, BROADCASTING, giving experience, earnings, references, draft status, salary desired. Our organization knows about this advertisement.

PERIENCED CONTROL ENGINEER—Permanent position for man with family. Must have ability to handle two networks, recording and net dance band remotes. Write in for full details. CHIEF ENGINEER WAGE, SYRACUSE, N. Y.

ll Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 735, BROADCASTING.

nouncer—Permanent position with 5 kw. regional network station for draft deferred experienced man. Box 734, BROADCASTING.

ded at Once—First class engineer. Draft exempt. Tell all first communications, including minimum salary, WMSL, Decatur, Alabama.

nouncer—Good solid staff man with musical and news background. Modern well equipped studios, Mutual affiliate. Progressive, friendly community. Give complete experience, draft classifications, marital status, salary desired. Write WCLO, Janesville, Wisconsin.

Situations Wanted

EXECUTIVE—Managerial. 35, draft deferred. Twelve years' experience radio, advertising agency. Promoted present station—1 kw., highly competitive market—from $30,000 deficit to $2,500 gross weekly billing in two years. Thoroughly experienced administration, personnel, sales, programming. Consider only progressive organization. Reply full details. Box 733, BROADCASTING.

Engineer—16 years' experience, desires change. Now employed at $3,800 per year. 35 years old, married, draft exempt. Box 732, BROADCASTING.

First Class Operator—California, Washington only. Write J. D. Clowes, 125 So. Oakhurst Dr., Beverly Hills, Calif.

Commercial Manager or General Manager—Live wire. Have tripled business present location since February 1. Good organizer. Can obtain personnel if needed. Nine successful years as Salesman-Commercial Manager-General Manager. Wide reputation in Industry. Good Agency connections. Married. Age 40. Draft exempt. Prefer commission arrangement instead of salary. Best of references. Give full details in reply. Box 731, BROADCASTING.

Two Announcers—Program Director 8 years Announcer . . . Both deferred . . . Network Experience Experts . . . News . . . Commercials Acting . . . May hire singly. Box 727, BROADCASTING.

Chief Engineer—Of midwest local desires change. Year's experience several stations. 2B in draft. Box 724, BROADCASTING

TOP-NOTCH AD-LIB ANNOUNCER—Now employed major market station. Ad-lib comparable with best. Permanently draft exempt. Box 720, BROADCASTING.

CONTINUITY MAN—Top-flight writer, employed major market station. Agency-calibre copy. Commercial copy and excellent production script. Prefer East. Box 721, BROADCASTING.

Station or Sales Manager—Good background and training, capable executive, sound knowledge of radio. 4-F, age 33. Seeks permanent position with future. Box 719, BROADCASTING.

PROGRAM DIRECTOR-NEWSCASTER—Fine Background—Announcing, Production, Programming, Dramatics. Now employed. Married. 29, 4F. Box 718, BROADCASTING.

Salesman-Announcer—Experienced news service man. Prefer network affiliated station. Draft exempt. Box 717, BROADCASTING.

Young Man—4F, College graduate in Business Administration. Announcing experience. Desires association with progressive station or advertising agency in Mid-west. Box 726, BROADCASTING.

ANNOUNCER-PRODUCER—Only Western Stations answer. Writing ability and dramatic background. Army status 4-H. Handle news and do good commercials. Box 738, BROADCASTING.

Wanted to Buy

Qualified Party—Will purchase station in right market. Box 730, BROADCASTING.

Will Pay Cash—For local, regional station. Replies strictly confidential. Box 716, BROADCASTING.

BROADCAST STATION EQUIPMENT—Wanted at once. One 250-watt transmitter complete with any or all other station and studio equipment. Also one 175 to 200-foot self-supporting vertical radiator. Please give best price and describe fully. Box 729, BROADCASTING.

CBC Summer Season

MORE CANADIAN network and transcription shows are staying on the air this summer. Shows taking a holiday include the CBC commercial network shows: *Alan Young's Variety Program* for Tuckett's Tobacco, *John & Judy* for Lamont Corliss, *Fighting Navy* for British American Oil Co., *Penny's Diary*, *Share the Wealth*, and *The Happy Gang for* Colgate-Palmolive-Peet, and a number of transcription shows. American network programs cancelled for the summer in Canada include *Charlie McCarthy* for Standard Brands, *Lux Radio Theatre* for Lever Bros., *Jack Benny* and *The Aldrich Family* for General Foods, *Fibber McGee & Molly* for S. C. Johnson of Canada.

LOOKING FOR A PROVEN COMMERCIAL MANAGER?

I think I'm your man. 13 years in radio. 10 years as commercial manager. Know network station operation. Thoroughly familiar with programming, policy, etc. Can do a real job for a network station in good market. Enjoy personal and pleasant relations with many top agencies and time buyers. Minimum salary $6,000. Prefer salary plus percentage of profits. Let's talk it over.

Address Box 715, BROADCASTING

The TEXAS RANGERS now

Selling Beer on WAKR

Akron

. . . also selling many other products on many other stations.

George E. Holley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
321 E. Gregory Blvd., Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

War Council Plans to Enlist All Advertisers in Campaign

Federal Copy to Be Provided for Those Buying $100,000 or More; Local Drive Still in Works

PLANS for an intensive drive to enlist every advertiser, both national and local, in the nation's wartime information campaign to tell the public what it must do to help win the war, and how and why these things must be done, were discussed by Chester La Roche, chairman of the War Advertising Council, at a conference with the advertising press held at the Council's headquarters in New York last Tuesday.

Stating that the advertising agencies have given their wholehearted cooperation in the preparation of copy and presentation of the various Government campaigns by print and radio, Mr. La Roche said that the Council's job at the moment is to secure comparable cooperation from the country's advertisers.

Radio's Good Work

One part of this task, he explained, is to get large advertisers to devote entire advertising schedules to Government campaigns; the other is to get every advertiser to devote a portion of every advertisement to a Government war message.

Letters will be sent to all advertisers with annual advertising appropriations of $100,000 or more, he said, together with campaign folders on womanpower, absenteeism, inflation, homes for war workers and other war projects. In addition to these folders, containing copy, art and layouts, which may be used as they are or adapted to individual requirements, Mr. La Roche said, the WAC will also send the advertisers books of brief messages for insertion into their regular product advertisements.

Expressing great satisfaction with the performance of radio and its allocation plans for the placing of Government copy in both commercial and sustaining programs on both local stations and nationwide networks, he said there is need of a similar allocation plan for newspapers and magazines. Outdoor advertising is currently operating under its own allocation plan, he added.

Local Campaigns

Mr. La Roche stressed the importance of the local advertiser as a disseminator of wartime information for two reasons: First, because he can tell the story in terms of local conditions and so get across a more specific story than the national advertiser can do; next, because of the volume of local advertising, $700,000,000 of the annual $1,700,000,000 spent for advertising being placed at the local level.

Final details of the WAC campaign for mobilizing local advertising for the war effort [BROADCASTING, June 7] have not yet been completed, but Mr. La Roche described how in Houston the newspapers, radio stations and other media each assigned salesmen to solicit war advertising exclusively, with notable success. Here and in other cities it has been found that drives for such advertising can secure an appreciable amount of business from firms which have never advertised before, he said.

It was also announced that the National Publishers Assn., comprising 440 magazines with a combined circulation of 88,600,000, will follow their previous campaign dramatizing the meaning of total war with a new drive emphasizing the need for holding down the cost of living, to begin in mid-summer. Nine advertising agencies prepared 78 advertisements which were reviewed by the Council copy committee and 14 were selected by the publishers, who will each contribute a page a month to the campaign.

Phillies on Air

BASEBALL fans in Philadelphia may now hear ten minutes of news every morning, except Sunday, about the Phillies, with the commencement on June 14 of the Phillies' own sports program on KYW from 7 to 7:10 a.m. The program is handled by Le Roy Miller and directed by Bill Phillips, Phillies public relations director. Seberhagen Inc. is the agency, with Howard Seberhagen in charge of the account.

Cockeyed Quiz

"GIVE names, addresses, place of birth, color, race and creed of five citizens other than relatives who were present at your birth." This choice bit of information is requested in a teaser questionnaire sent out by WCHS, Charleston, W. Va., as a promotional piece. Aimed as a takeoff on government questionnaires, the WCHS form is an ideal one because you don't have to fill it out. The instructions suggest mailing it to the garbage department.

Hooper's First 15

BOB HOPE, *Fibber McGee & Molly*, *Charlie McCarthy* and *The Aldrich Family* are in the top four positions, respectively, in the May 30 Hooper "National" Program Ratings Report. The remaining "First 15" programs in order are Walter Winchell, *Radio Theatre*, Jack Benny, *Mr. District Attorney*, *Frank Morgan-Fanny Brice*, Rudy Vallee, *Screen Guild Players*, Kay Kyser, *Take It or Leave It*, Bing Crosby, and Fred Allen. Of the programs broadcast after 10:30 p.m. and not measured in the Eastern Time Zone, Red Skelton continues to hold first place.

Signal Quiz Show

SIGNAL OIL Co., Los Angeles, out of radio eight months, on June 13 started a weekly half hour program, *Signal's Question of the Week*, on 10 CBS Pacific Coast and Arizona stations, Sunday, 4:30-5 p.m. (PWT). Contract is for 52 weeks. With Otto Kruger, actor, as moderator, program features commentators John B. Hughes, Dr. Wallace Sterling and Harry W. Flannery, with questions submitted by listeners. Leigh Crosby has been assigned producer for Barton A. Stebbins Adv., Los Angeles agency.

Drawn for BROADCASTING by Sid Hix

"He Can't Straighten Up—He Spent All Day Sunday Weeding His Victory Garden!"

CHURCH TO DIRECT GOP RADIO WORK

APPOINTMENT of Wells (Ted) Church as director of radio activities of the Republican National Committee, returning to the post he held during the 1940 campaign, was announced last week by James P. Selvage, assistant to the chairman in charge of publicity.

Mr. Selvage announced promotion of Robert L. Pritchard, former newspaper and radio man, to be his general assistant, in charge of press publicity. Mr. Pritchard has spent some 20 years in the newspaper, publicity and radio fields in Washington. He was Washington press relations representative of RCA for six years, until he joined the committee last year. At one time he was manager of WJSV before its ownership by CBS.

Mr. Church left the office of the Coordinator of Inter-American Affairs to accept the committee assignment. A former Washington newspaper and radio man, he was for several years with CBS in Washington, handling publicity and special events.

Producers Shifted

IN REALIGNMENT of production duties, Foote, Cone & Belding shifts Arnold Maguire, Hollywood producer on the NBC *College of Musical Knowledge*, to *Johnny Mercer's Music Shop*, summer replacement show sponsored by Pepsodent Co., on that network. When the *Bob Hope Show* resumes in September, Maguire takes over production, succeeding Norman Morrell, agency producer awaiting Army induction. Maguire's duties on the *College of Musical Knowledge* will be assumed by Paul Phillips, New York agency producer. Assisting him will be Albert Capstaff, currently an NBC producer who joins the agency within the next 10 days.

'Caravan' Subs

FULL LIST of substitute variety program lined up for the *Camel Caravan* program, until it goes off CBS July 2 for the summer, was released last week by Wm. Esty Co., New York, agency for R. J. Reynolds Tobacco Co., Winston-Salem, N. C. Bob Hope dedicating his program to the Army, and Jack Benny saluting the Navy were the replacement shows June 4 and June 11, Friday, 10-10:45 p.m., while the future ones will be Rudy Vallee devoting his variety program with guest stars to the Coast Guard June 18; Bing Crosby and guests to the Merchant Marines, June 25, and Fred Allen saluting the Marines, July 2.

W8XO Plea Denied

A PETITION for rehearing directed against the action of the Commission on May 4, denying the petition of the Crosley Corp. to dismiss without prejudice its application for renewal of the license of W8XO, developmental high-power subsidiary of WLW, Cincinnati, was denied by the FCC last Tuesday. W8XO had been using 500,000 watts power from midnight to morning. It is presumed the denial paves the way for a review of the Commission's action

MY HEART BELONGS TO KMBC

PRESENTING

The Song of the Happy Kitchen

It's a *happy* kitchen. for the hearts of housewives—
both in fashionable Kansas City homes and in friendly, well-
kept farmhouses—belong to KMBC's Nancy Goode.
That this participation program is another KMBC success reflects the
sound reasoning that programs in the "Heart of America"
must take into account *both sides of the story*—that 51% of the population
resides in cities, 49% on farms. Today, with copy themes of
food shortages and marketing restrictions as added
reasons for increased tune-in, the *plus* buy in any
market is a good homemaker participating program
—and one of the best, recognized as such for years,
is the *Happy Kitchen* over KMBC.

Meet Kitty—Kitty from Kansas City! She speaks for the feminine thousands of that 51% urban population in the "Heart of America"—all "sweethearts" of KMBC.

KMBC

OF KANSAS CITY

FREE & PETERS, INC.

Meet Aunt Polly—you'll find her on thousands of prosperous farms that depend upon KMBC for the only complete rural programming service in this area.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS